

TACOMA HOME +GARDEN SHOW

Social Media Cheat Sheet

Thank you for being a part of the [Tacoma Home + Garden Show](#)! We encourage you to use social media to not only promote your products, services, and exhibits, but to connect with attendees and with the Show as well.

Use this social media cheat sheet to assist with any content and messaging you share prior to and over the course of the show. Please let us know if you have any questions - happy sharing!

OUR SOCIAL MEDIA PROFILES

Instagram: [@tacomahomeshow](#) #THGS20

Twitter: [@tacomahomeshow](#) #THGS20

Facebook: [facebook.com/homeandgardenevents](#)

Web: [tacomahomeandgardenshow.com](#)

SOCIAL MEDIA FOR THE SHOW: 5 TIPS AND TRICKS

Social media can keep your audience informed with details about your participation at the Tacoma Home + Garden Show. Here's some quick tips for getting the best traction:

- **Start now.** Notify and engage followers that you will be exhibiting. Mention any new products, specials, or giveaways to get them interested. Be personal. Highlight any educational opportunities or events you have planned too.
- **Tag our account!** If you tag us, we'll be able to find your posts share it with our thousands of followers (otherwise they get lost in the shuffle). You can do this by adding "@TacomaHomeShow" or #THGS20 to any Twitter and Instagram post.
- **Use promotions and incentives.** Offer gift cards or prizes to attendees that not only follow your social media sites, but also engage in some way (e.g. posting a photo at your booth on Instagram, etc.).
- **Be visual.** Whether it be videos or pictures – multimedia garners better engagement and holds the audience's attention. Feature images of your booth, products or fun videos to help tell your story and encourage sharing by followers.
- **Offer a peek behind the scenes.** This could include a preview of new products, services, or behind the scenes preparation for the Show.

Remember, be friendly and personable! Social media is an advertising tool, but it also gives you the unique ability to socialize directly with your customers.

SAMPLE SOCIAL MEDIA POSTS

Post about a unique feature of your booth	Visit booth [booth number] at the @TacomaHomeShow for a FREE [product] of your choice!
Highlight an available demo and explain why attendees should drop by	Experience first-hand what our products can do for you at the @TacomaHomeShow! #THGS20
Ask a question related to your offerings	Looking for a new solution to [problem]? Visit us in booth [booth number] at the @TacomaHomeShow.
Highlight your knowledge and experience in a given segment	How can [product name or description] help your home? Learn more at our @TacomaHomeShow booth!
Offer an exclusive discount or promotion just for your followers	Attending the @TacomaHomeShow? Mention this post for [special offer/discount] at our booth! #THGS20
Announce that you'll be at the Show and why you're excited to meet our attendees	We're excited to announce our sponsorship of @TacomaHomeShow! Come visit us in booth [booth number] so we can show you what we're about. #THGS20

KEY SHOW MESSAGES:

Discover. Plan. Do.

From paint color to furniture, landscaping to functionality, your space is all about you. Do the homework to make your home work at the Tacoma Home + Garden Show, returning January 23–26, 2020 at the Tacoma Dome. Don't miss Ciscoe Morris, Marianne Binetti, and more local garden gurus along with must-see features and over 300 trusted brands to choose your next project from.

Save \$2 with our online discount coupon!

SHOW DATES & HOURS

Thursday, January 23: 11 am–7 pm

Friday, January 24: 11 am – 7 pm (**Trade Day - free admission to all skilled trade and trade school students**)

Saturday, January 25: 11 am – 7 pm

Sunday, January 26: 11 am – 5 pm (**Hero Day - free admission for all military, police, firefighters and teachers with ID**)

ADMISSION

Adults (13+): \$12 (\$2 discount coupon available online)

Seniors (60+): \$10

Children 12 and under: FREE

Download the discount coupon online and save \$2 at tacomahomeandgardenshow.com