

Hashtag Best Practices

- **Twitter:** Use one or two hashtags per tweet to increase reach and engagement. Using more than three hashtags in a single tweet can harm your engagement.
- **Instagram:** Doesn't matter how many hashtags you use per post.
- **LinkedIn:** Doesn't matter how many hashtags you use per post.
- **Facebook:** Using hashtags may actually harm your reach and engagement.

Before the Conference



Remember that, social media is, well, **social**. Keep it real, authentic and on topic. Don't be overly promotional.



Before the Conference

- Share how much your team is **looking forward to going** to the host city (#Chicago for #SHRM18). Maybe share information about your new exhibit— include your booth number!—and ask people to stop by. But don't overdo it—avoid multiple pre-conference tweets asking people to come to your booth.
- Build some hype around a **big announcement** —a new technology, publishing of a book, etc.
- Consider a **special piece of content** for the show. It doesn't need to be serious. Jessica Miller-Merrell's "Unofficial Party Guide" was the most popular shared content asset at SHRM17.
- Share some tweets **thanking the conference sponsors**. OK, maybe you don't want to bring attention to your competitors, but not all sponsors are competitors.

Before the Conference

- Share some tweets about how much you are looking forward to hearing the **speakers**. If the speaker has a Twitter ID, mention him/her in the tweet along with some of the session details.



- Many conferences publish **pre-event blog posts** (e.g., #SHRM18). Share these posts and tag the authors.

<https://blog.shrm.org/blog/SHRM18>

During the Conference



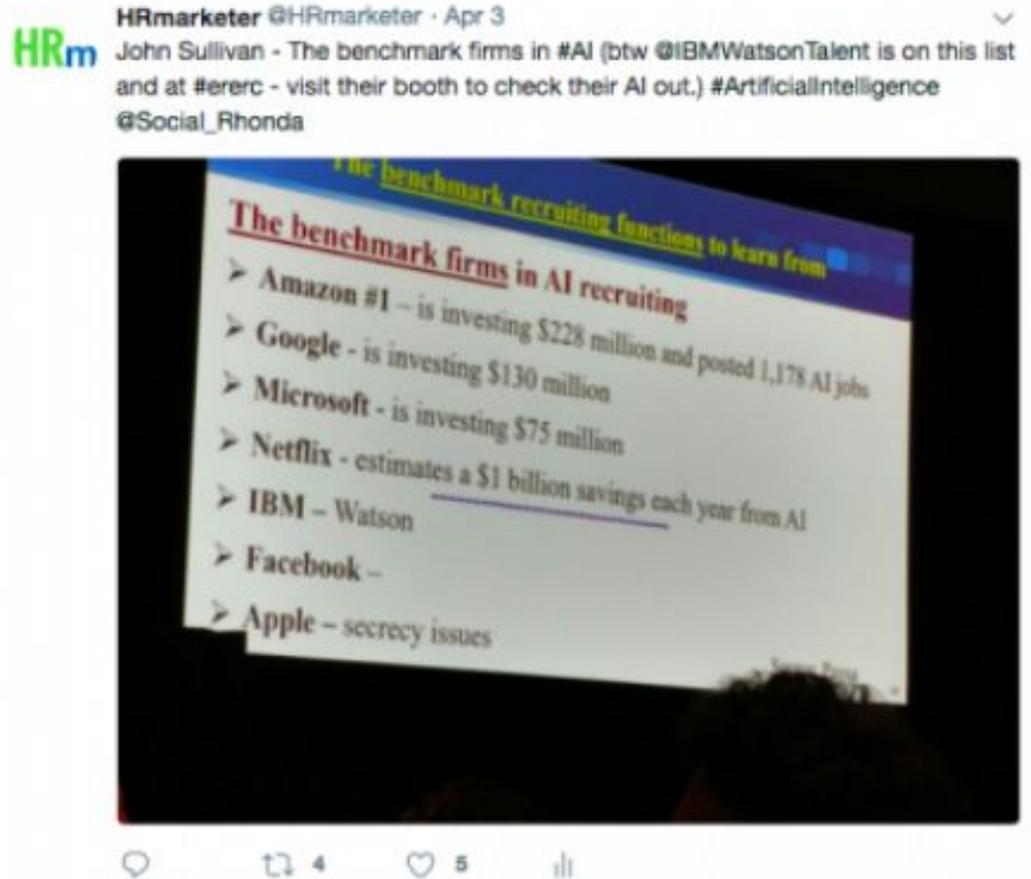
Pictures Pictures
Pictures. **Videos** Videos
Videos.



Tweet and upload all
photos and videos to
Instagram.

During the Conference

- Tweet a **picture of an interesting slide** (facts, quotes, etc.) from a session and mention the presenter's Twitter ID. If you know which sessions you are attending ahead of time, look up speakers' Twitter IDs so you have them handy.



During the Conference

- If someone from your company is speaking, take lots of photos and tweet **interesting points from the presentation**. Set these up in advance of the show and save the tweets as drafts on your mobile device—this way, all you need to do is take a photo.
- **Tweet pictures from your booth showing the excitement** and activity. At #SHRMTalent, PandoLogic (formerly RealMatch) had a Yoda figure and people had their picture taken with it. The photos were shared out on social, and participants had a chance win an Amazon Echo (each day).
- If you run into an influencer, ask if you can do a **selfie** with him/ her. Here's one of Tim Sackett and me at #SHRMTalent. Be sure to tag/mention the influencer in the social post.

During the Conference

- Share a picture or video of a special activity going on at your booth. Drawings, demos, book signings, etc.
- Many events have bookstores (SHRM Annual comes to mind). Take some photos of your favorite books and @mention the author.
- Don't stop after show hours end! Networking receptions and parties offer more opportunities for tweets and other social posts (be sure, however, to ask permission of people before posting images of them on social).



After the Conference



Ashlee Smith @SHRMFAshlee · 20 Jun 2017

Big **thanks** to intern Amanda and @SHRMATeam Meredith for representing @SHRMFoundation at #SHRM17! You're the best!!!



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Share **positive feedback** about the conference.

Reshare some tweets about sessions you enjoyed.

After the Conference

- Tweet some pictures of the team **taking down the booth**, with a message about seeing everyone at next year's event.
- Do a **wrap-up blog** summary of the conference and share it out on social.
- Be sure to **recognize the winners** of your booth drawings on social — preferably get a picture of them getting their prize. (This can also be done during the event.)
- **FOLLOW people** on Twitter who used the conference hashtag — this is a great way to grow your network.
- Finally, whether it is before, during or after the event always be sure to **acknowledge others** who are using the conference hashtag. Retweet, like, comment. Be social!

Social Marketing Best Practices for HR Conferences



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