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## SOCIAL MEDIA STARTER KIT

Signed up for the latest Calgary Baby & Tot Show? Make sure to let your customers know on social media! This kit is designed to help you promote your participation in the upcoming Baby Show.

**Did you know?** [According to BMO](#), nearly half of Canadian small business owners use social media for their business. With all the new tools in social media marketing, it is now easier than ever to grow your business. Below is a list of updates you can post to promote your business at the Baby Show.

### Post Ideas/Checklist:

- Let followers know you'll be exhibiting at the Calgary Baby & Tot Show
  - Include dates and venue: Sept 30<sup>th</sup> & Oct 1st, 2017 at the BMO Centre - Hall E
- Announce exclusive show specials and products
- Create buzz with contests and giveaways
- Post photos/videos of your products or booth
- Share show-related posts from the Baby Show page

### Tips and Best Practices:

- Use images. *Posts with relevant images get 94% more views.*
- Post show updates regularly:
  - After you register
  - Two weeks prior
  - Weekend of the show
- Incorporate the event hashtag: #BabyShowYYC
- Proofread your text for spelling and grammar errors
- Consider paying for a digital ad on Facebook, Twitter, etc.

### Prizing

Looking for additional social media exposure? Consider donating prizes for giveaways. The Calgary Baby & Tot Show runs giveaways on its social media pages year-round. Giveaway posts often reach thousands of users and garner higher engagement. Submit a prize and we will make sure to mention, tag and thank your business!

### Contact

To discuss social media opportunities or for more information, please contact Christine Griffin at [christine@canwestproductions.com](mailto:christine@canwestproductions.com) or 403-242-0859.