



**GREEN
LIVING
SHOW**

**MAR13-15
2020**
Metro Toronto
Convention Centre

2020 GREEN LIVING SHOW - SOCIAL MEDIA CHEAT SHEET

Congratulations! You are officially apart of the 2020 Green Living Show.

We know that being involved in the show is an investment in your business and one that you want to see a great return on! That is why we have created this social media cheat sheet, to share tips, tricks and ideas on how best to utilize this platform to grow your show experience.

First Steps

1. Follow us on our socials for all up to date information
 - a. [Instagram/Facebook/Twitter](#) @GreenLivingPage
2. Respond as "Going!" to our event page which can be found here <https://www.facebook.com/events/470360160225523/>
3. Follow the hashtag #GLS20

What are your goals for GLS20? Is it to generate leads or sales? Are looking to grow brand awareness? Determine your target audience and stay focused on your messaging. Here are some tips for how best to engage on each platform.

Facebook

- *Share and invite guests* to our [Green Living Show Facebook Event Page](#)
- *Share pictures* of your prep (e.g. booth construction, packing, giveaways, entertainments, samples) to generate excitement.
- *Engage* with any messages, notifications, comments or likes that occur.

Instagram/Twitter

- *Update your bio!* Tell your consumers where you will be and when.
- *Get on your stories!* Talk about the show and your booth.
- *Develop a promo* that encourages people to share and talk about your brand (e.g. tweet or share this post, and we'll enter you into a draw for XYZ)

Want to be featured on our Green Living Show Page? *

In the lead up to the show, we will be creating excitement on our pages by talking about our exhibitor line up. To be featured, please send:

- *Your sustainability story.* In 2-3 sentences tell us how your product or service is helping people live healthier and more eco-friendly lives.
- *Provide an image.* To be included on our social media channels, we require an image of your product or service. The specs for this image are as follows:
 - All photo submissions should be a high-res, sharp and clear digital image. Please send a few photo options.
 - We prefer images that have earthy tones, key colours being white, green and brown. Some examples below:

*all submissions will be vetted and may be modified to be sure that they reach Green Living Show brand criteria.



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If you would like us to feature your sustainability story, please email Shauna at smcconnell@greenlivingshow.ca before **February 14th**.

GLS Branded Content

To help your campaign to a great show, we have created a few images with some sample copy that you can use to reach your audience. You can find those images here:

<https://drive.google.com/open?id=1ClmOc9y7zN3uAUuSOfqdFfhEPy49zNmKK>

*Remember to tag us in your posts so we can like and share!

COPY EXAMPLE:

Example 1:

The countdown is on! Only ___ weeks until the 2020 Green Living Show at the MTCC March 13th-15th.

We have some great giveaways happening in our booth all weekend long! Come visit us in the ___ section of the show floor. Tickets are available now!

Example 2:

Do you know what we love? Awesome, local, eco-friendly brands doing cool things. Which is why we are so excited to be participating in this year's Green Living Show.

Come by our booth, sample some _____ and let us tell you all about how _____. Hit us up March 13th - 15th at the MTCC.

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