



2021

THE WORLD'S PREMIER
MINERAL EXPLORATION
& MINING CONVENTION

pdac.ca/convention | #PDAC2021

Exhibitor's Guide to Social Media at PDAC 2021

PDAC has created this social media guide to help you engage with other attendees, and get the most out of your exhibiting experience. The beauty of social media is that it is free, fun and instant. It gives you the ability to connect and share information, photos, videos, news, documents or music easily. This document will help you to get the most out of your social media at PDAC 2021.

Stay informed

PDAC will post information about the convention before, during and after the event. If you haven't already done so, connect with our social media accounts now and share, comment and like our posts!

Follow us on Twitter: [@the_PDAC](https://twitter.com/thePDAC)

Like us on Facebook: [@thePDAC](https://www.facebook.com/thePDAC)

Follow us on LinkedIn: [ThePDAC](https://www.linkedin.com/company/thePDAC)

Follow us on Instagram: [@the_PDAC](https://www.instagram.com/thePDAC)

Subscribe to our YouTube channel: [thePDAC](https://www.youtube.com/channel/UCthePDAC)

Stay in the conversation- Use the hashtag #PDAC2021

To keep everyone involved in the same, relevant conversation on social media, always use a hashtag. **Use the hashtag #PDAC2021 to join the conversation.** You can also use this hashtag in the search function to track what others are saying, enhance the exposure of your post, and also ensure your posts appear in the same online conversations.

Tips for using social media at PDAC 2021

1. Make a plan

Set some goals. Maybe it is to meet with another exhibitor as a result of online discussion or to increase your Twitter followers by 50. Choose the best social media channel(s) for you (Facebook, Twitter, LinkedIn, Instagram) and keep the content frequent and interesting. For best results, use a photo and link in each post. If you have a team of people at the convention, designate a leader to oversee the operation of social media while on site.

2. Connect with others

Interact with the social media accounts of speakers, businesses, representatives, government officials and the event organizers to build online relationships in advance. Encourage your stakeholders and colleagues to get involved in your social discussions for greater reach. In return,

support your stakeholders' and colleagues' social accounts with re-tweets, likes, shares and comments.

3. Plan ahead

Consider a program to schedule your posts in advance or try to plan something that you can publish each day. Tweetdeck, Loomly, Buffer and Hootsuite are popular management tools. And remember; always use the [#PDAC2021](#) hashtag.

4. Suggested posts

Original content will help you stand out. Include photos where possible.

Struggling to find something to write? Here are a few suggestions:

1. Find me at booth XX at #PDAC2021
2. Looking for information about XX? I can help! Find me in the Trade Show/Investors Exchange at #PDAC2021
3. I am looking to connect with someone about XX. If that's you, let's catch up #PDAC2021
4. I'm in the business of XX and can help you with XX. Learn more by visiting me at booth XX at #PDAC2021
5. Let's connect and find ways to benefit both our businesses #PDAC2021