



# Social Media & Blogging Tips



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It's time to let your colleagues and customers know that registration for MATS®– the world's largest annual trucking show – is now open!

With MATS set for 2023 there is a lot to be excited about. We encourage you to use this cheat sheet, in conjunction with our graphics, and email templates, to show everyone that *All Roads Lead to MATS 2023!*

## KEY DETAILS

### Date and location:

March 30 - April 1, 2023 | MATS 2023

Louisville, KY - Kentucky Expo Center

### Official website:

[www.truckingshow.com](http://www.truckingshow.com)

### Event overview:

As the world's largest and longest running annual trucking event, MATS is the place to experience everything from new technologies to networking with industry thought leaders. This is where the industry's largest brands and budding startups do business, form partnerships and make meaningful connections. It's time to get back to business.

### Official MATS Social Media Channels:



MATS Facebook



@truckingshow



MATS LinkedIn



@truckingshow

### Official hashtags:

#MATS2023 #MATSExperience



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## SOCIAL MEDIA TIPS

### 1. Stand Out

Differentiate yourself by touting product benefits rather than product features. In other words, make it less about you and more about them. Creating genuine connections with your audience will result in increased engagement - online and in-person. Use social media to:

- Invite attendees to engage directly with subject matter experts
- Establish yourself as a content resource that offers solutions to widespread challenges and pain points
- Create a sense of community by connecting customers through knowledge exchanges (live or virtually)

### 2. Know Your Audience to Grow Your Audience

While going global with the official MATS hashtag is a great way to bring attention to your brand, staying relevant is critical. Spend time researching and following trending industry hashtags and include them each time you post.

### 3. Be Intentional, Not Impulsive

Regardless of industry, creating a comprehensive event experience will help control post-event narratives. Meaningful dialogue – onsite or online – means the difference between becoming a trusted resource versus just another sales pitch. And a stimulated audience is more likely to repost your social content or create new content mentioning your brand. When creating your MATS strategy, take your social media strategy into account by asking yourself:

- How do you want your audience to reflect your brand in the moment and post-event?
- Does the booth include stimulating visuals that attendees will want to re-post?
- Should we create a brand or show specific hashtag?
- Am I creating social posts that people will want to reshare?

### 4. Understand Platform Limits

Social media posting is not a one size fits all approach. With each platform using different character counts, it's essential your team know the limits of each site and how many characters are allowed before a message is abbreviated. Let your image generate feelings, so your words can get right to the heart of what you want to say.



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## **BLOGGING TIPS**

Blogging about your involvement at MATS not only gives you a forum to explore the benefits of your products but it also:

- Puts the audience on your turf – once they've landed on your blog, you can drive them to explore your entire online presence.
- Establishes you as a thought leader and credible industry resource – this is another good spot to create a meaningful relationship.
- Generates social content – promoting blog posts is a great way to fill up your social media calendar.

## **Five Factors to Writing an Effective Blog Post**

### **1. Be concise.**

Nail down a single subject with a clear angle, and don't try to cover too much ground. If you have multiple topics, consider a blog series.

### **2. Get organized.**

Just like a captivating story, your blog content should be laid out logically. Avoid jumping around; it will lead to confusion and drive away readers.

### **3. Start strong.**

You have just seconds to capture a reader's attention. So whether you use a clever story, a funny line or get right to the point, your opening lines must command attention.

### **4. Write naturally.**

If your brand tone is conversational, write that way. If your communications are techier, write that way. A blog is a written conversation between you and the audience, so make sure it sounds like you.

### **5. Catch the eye.**

Using numbers, bullets, pictures or questions, draw your reader's eye downwards to get them invested in your message.