



## Social Media Best Practices for NARI Madison Members: Build a Social Media Presence, Remodel as Needed

*NARI Madison Expo: Jan. 25-27, 2019*



#RemodelingDoneRight

### Interacting with NARI Madison exhibitors and attendees:

- Ensure you like/follow and engage with other NARI Madison members to build your community.
- Ensure you like/follow and engage with companies/organizations NARI Madison and the expo are affiliated with.
- Examples of great content before and during the NARI Madison Expo: excitement for the expo; photos of your team preparing and setting up; happenings during the expo; interactions with clients when they stop by your booth; interactions with other exhibitors at the expo; what you will be/are offering at your booth; questions engaging with expo attendees; answers to frequently asked questions; trends in what attendees are asking about; live video.
- With each post, use the hashtag #NARIMadison19. This is the hashtag for the event. Other hashtags that are likely to be used are #RemodelingDoneRight #NARIMadisonExpo #RemodelWithNARI and #MadisonWI. Search these often before and during the expo to engage with others using the hashtags.
- Share content that NARI Madison posts with your followers.

### When in doubt, ACT (an acronym to use as a guide for social media decisions):

- **Ask:** Ask yourself who your audience is and who would be interested in the post. Are you engaging with that audience? Does the content of your post appeal to that audience?
- **Create:** Create a post/tweet that is clearly communicated. Read it out loud to be sure. Also, make sure the content is concise, words are spelled correctly and the post shows your personality/voice.
- **Tag:** Tagging companies or social influencers helps make connections and gives your post more impressions. Be sure to use the "@" symbol before a name to allow the option to tag.