



Social Media Toolkit

This social media kit was created to help you reach out, get involved and continue the conversation online before, during and after the Congress! Our team will be present on multiple key platforms including Twitter, LinkedIn, Facebook, Flickr and YouTube to ensure the greatest visibility and amplify the reach of the discussions.

Twitter

YouTube

Flickr

LinkedIn

Facebook

Promotional Flyer

Join the conversation with #ITSWC18

The event will be using the hashtag #ITSWC18 on all social media outlets to allow attendees and fans to follow, join and stay engaged in the conversation.

By clicking on the hashtag from one of the tweets, posts or pictures, it will bring you to all of the posts using #ITSWC18 on the specific social media network you are using – showing the volume of discussion, updates and all of the great conversations and events happening around you.

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Examples of tweets for speakers

- I will be speaking at #ITSWC18 in September! @ITS_Congresses #realITS <http://bit.ly/1x4RqgV>
- Attend my #ITSWC18 session [SISXX insert session number] in September in Copenhagen to find out more about [insert topic]. #realITS @ITS_Congresses <http://bit.ly/1x4RqgV>
- Planning is well underway for my #ITSWC18 session [SISXX insert session number] – join us to learn more about [insert topic]. #realITS @ITS_Congresses

Examples of tweets for exhibitors

- [Company name] will be exhibiting at #ITSWC18 in September. Register now and visit us! #realITS @ITS_Congresses <http://bit.ly/1x4RqgV>
- Interested in [insert topic/product]? Attend #ITSWC18 in Sept and visit us at booth [booth number] #realITS @ITS_Congresses <http://bit.ly/1x4RqgV>

Use these banners in your post:

[Twitter banner 1](#)

[Twitter banner 2](#)

LinkedIn

LinkedIn is the ultimate professional networking platform and will allow attendees to keep in digital contact with the connections they make throughout the week of the European Congress.

Groups allow like-minded or similarly-interested people to gather and have discussions surrounding a variety of topics, making them a perfect fit for events like the ITS European Congress.

Join our [ERTICO - ITS Europe Group](#) on LinkedIn to join the discussion!

How does it work?

1. Post a note on your profile
 - Type up to 600 characters in the activity box near your photo
 - Select option to share via 1)Public and Twitter; 2)Public; 3) Connections
 - Be sure to include a link to <http://itsworldcongress.com/>

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Example for speakers:

- I will be presenting [insert title/topic] at the 25th ITS World Congress next September in Copenhagen, Denmark. Attend the event/session if you are interested in [insert a compelling message from your presentation]. You can learn more about the Congress at <http://itsworldcongress.com/>

Example for exhibitors:

- [Company name] will be exhibiting at the 25th ITS World Congress next September in Copenhagen, Denmark. You might consider attending if you are interested in [insert a compelling message about your products]. You can learn more about the Congress at <http://itsworldcongress.com/>
2. Start a discussion in your groups

Example for speakers:

- I have been selected to speak at the at the 25th ITS World Congress next September in Copenhagen, Denmark. <http://itsworldcongress.com/> My topic is [insert title, or shorter description]. I hope to see you there!

Example for exhibitors:

- We are excited to be exhibiting at the at the 25th ITS World Congress next September in Copenhagen, Denmark <http://itsworldcongress.com/> [Company name] will be [insert a compelling message about your products]. We hope to see you there!
3. Query interest or ask for input in the other related LinkedIn groups

Example for exhibitors:

- During the 25th ITS World Congress, [Company name] will be exhibiting [insert a compelling message about your products]. Let me know of your interest in this area using the comments section below. <http://itsworldcongress.com/>

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YouTube

YouTube is the second largest search engine with more than 100 hours of video uploaded every minute of every day. The ITS World Congress YouTube channel will be the best social media outlet for watching relevant video content prior to and during the World Congress.

The [ITS World Congress YouTube channel](#) will showcase video content that will include messages from our sponsors and supporters, daily highlight videos and post-show videos.

Flickr

Flickr is a photo hosting website that makes it easy to access, organise and share via a sequential photo stream. Partners, visitors and press can visit the [Flickr channel](#) to view photos of the event. Look through these photos to see highlights from each day of the World Congress during and after the event.

There are also various Copenhagen pictures available on our Flickr account for use in your editorials or article about the 2018 ITS World Congress.

Facebook

Facebook is a social networking site that makes it easy for you to connect and share with your family and friends online. Facebook allows users to make posts, comment, like, share photographs, links or any other interesting content, chat live and stream live video. It is the largest social network, with more than 2 billion users worldwide.

The [ITS World Congress Facebook Page](#) will keep you updated with interesting congress topics, pictures and posts throughout the Congress.

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