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

## SOCIAL MEDIA STARTER KIT

Signed up for the latest Cannabis & Hemp Expo? Make sure to let your customers know on social media! This kit is designed to help you promote your participation in the upcoming show.

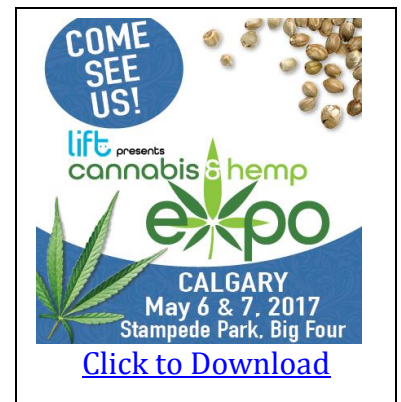
**Did you know?** [According to BMO](#), nearly half of Canadian small business owners use social media for their business. With all the new tools in social media marketing, it is now easier than ever to use social media to grow your business. Below is a list of updates you can post to promote your business at the Cannabis & Hemp Expo.

### Post Ideas/Checklist:

- Let followers know you'll be exhibiting at the Calgary Cannabis & Hemp Expo:
  - Include dates and venue: May 6-7, 2017 at the Big Four Building in Stampede Park
  - Use attached image
- Announce exclusive show specials and products
- Create buzz with contests and giveaways
- Post photos/videos of your products or booth
- Share show-related posts from the Cannabis & Hemp Expo page

### Tips and Best Practices:

- Use images. *Posts with relevant images get 94% more views.*
- Post show updates regularly:
  - After you register
  - Two weeks prior
  - Weekend of the show
- Incorporate the event hashtag: #CHexpo
- Proofread your text for spelling and grammar errors
- Consider paying for a digital ad on Facebook, Twitter, etc.



## Prizing

Looking for additional social media exposure? Consider donating prizes for giveaways on the Cannabis & Hemp Expo page. Giveaway posts often reach thousands of users and garner higher engagement. Submit a prize and we will make sure to mention, tag and thank your business!

## Contact

To discuss social media opportunities or for more information, please contact Pauline Zulueta at [pauline@canwestproductions.com](mailto:pauline@canwestproductions.com) or 403-242-0859.