



MANTS.COM BUSINESS HUB 2021

SOCIAL MEDIA TOOLKIT

@MANTSBALTIMORE



Thank you for your support and participation in the MANTS.com Business Hub. We encourage you to promote your involvement in the show via your social channels. Let your customers know they can interact and engage with you January 6-8, 2021, via the Hub.

Please use **#MANTS2021** and **#MANTSBaltimore** when sharing your MANTS-related messaging on social media to amplify your messages. Attendees can also follow along with the hashtag to catch all show-related news. If you're not already, please also follow us @MANTSBaltimore on [Twitter](#), [Facebook](#), and [Instagram](#) to keep up to date on any show-related news and updates.

To help you spread the news about your efforts at MANTS 2021, we have provided various social-ready images, videos, and suggested post copy below for your use.

Downloadable Images

[Facebook Images](#)

[Instagram Images](#)

[Twitter Images](#)

SAMPLE POSTS – Facebook

1. We're proud to be exhibiting at [@MANTSBaltimore](#) January 6-8, 2021, and invite you to join us for commerce and connections via the Business Hub. Register today to connect with us and stock up for all your inventory needs. [MANTS.com](#) #MANTS2021 #MANTSBaltimore
2. We can't wait to kick off the new year at [@MANTSBaltimore](#) and invite you to join us on the #MANTS2021 Business Hub. Register today to view our show specials, sign up for one-on-ones with our team, and check out our new products. [MANTS.com](#) #MANTSBaltimore
3. Let's connect at [@MANTSBaltimore](#) January 6-8, 2021, via the #MANTS2021 Business Hub. (Insert what you have planned – chats, presentations, show specials, etc.) #MANTSBaltimore

Instagram

We recommend including a link for attendee registration in your bio – Free resources like <https://linktr.ee/> provide the opportunity to include multiple links so that including MANTS registration doesn't replace your own site info, it just adds to options and can easily be removed post-event. Link for attendee registration <https://www.mants.com/attendees/>

Hashtag Library

Please use **#MANTS2021 #MANTSBaltimore** to help us discover and share your content. In addition to the MANTS hashtags, including more can help with discoverability and engagement. A few of our top suggestions include:

**#horticulture #greenindustry #greenspace #landscaping #gardening
#plantsmakepeoplehappy #indoorplants #outdoorplants #gardenlife
#landscapedesign**

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**#MANTS2021 #MANTSBaltimore #horticulture #greenindustry #greenspace
#landscaping #gardening #plantsmakepeoplehappy #urbanjungle
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2. We can't wait to kick off the new year [@MANTSBaltimore](#) and invite you to join us on the #MANTS2021 Business Hub. Register today via the link in our bio to view our show specials, sign up for one-on-ones with our team and check out our new products.

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#MANTSBaltimore #horticulture #greenindustry #greenspace #landscaping
#gardening #plantsmakepeoplehappy #urbanjungle #indoorplants
#outdoorplants #gardenlife #landscapedesign

4. Let's connect [@MANTSBaltimore](#) January 6-8, 2021, via the #MANTS2021 Business Hub. Sign up today via the link in our bio. Registration is just \$10 and offers one-stop shopping for all your inventory and service needs. See you on the Hub.

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SAMPLE POSTS Twitter

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Other Ideas for Social Content Pre and During the Show

Instagram

- Share a video from your team inviting attendees to join you on the Hub and preview what you're offering during the show
 - Check out these pre-promotion videos from your colleagues for inspiration, and tag us so we can help share yours too.
 - [Hoffman Nursery](#)
 - [The Perennial Farm](#)
- Host an "Ask Me Anything" Q&A hour in your Instagram Stories or on IG TV so attendees can send questions that you answer in your story either through video or typed responses. Promote in advance via a static post in your feed and previews on your story.
- Showcase new products and show specials via your Instagram story
- Share a "Welcome to MANTS" video in your feed or story to offer a personal welcome from your team and a quick overview of your show offerings
- Share photos and videos of your team behind-the-scenes working to chat and interact with attendees on the Hub

Facebook

- Share a video from your team inviting attendees to join you on the Hub and preview what you're offering during the show
- Schedule a Facebook Live event and promote via your page in advance, so people know to tune in to see your product demonstration or interactive Q&A session.
- Create a MANTS 2021 event page and share your plans for the show dates with your customers. Chats, Q&As, new products, show specials, etc.
- Share a "Welcome to MANTS" video in your feed or Facebook story to offer a personal welcome from your team and a quick overview of your show offerings

Twitter

- RT posts from @MANTSBaltimore with a comment to share your own MANTS related messages
 - Here's an example from [Zanfel](#) - Tag us, and we can help share yours too.
- Share a video from your team inviting attendees to join you on the Hub and preview what you're offering during the show
- Call attention to daily show specials, incentives, or events/chats/talks for registered attendees
- Tag and thank partners for connecting with you on the Hub

Sample scripts for pre-promotion

- Hi, I'm/We're (insert name), and we can't wait to engage with you via the Business Hub at MANTS. While we will miss interacting with you in person, the Hub provides opportunities to connect in a new way. We're planning to(add details of what you will show, what deals you have planned, etc.)
- Hi, I'm/We're (insert name). We miss seeing you all at MANTS in Baltimore but can't wait to engage with you via our Business Hub profile page. We invite you to check out (show specials, new products, etc.) and signup for (share any scheduled meetings, presentations, interactive efforts for the Day). Let's do business together!

Sample scripts for welcome videos during the show

- Hi, I'm (insert name) from (insert company) and welcome to Day (1, 2, 3) of MANTS 2021. We miss seeing you all in Baltimore but can't wait to engage with you via our Business Hub profile page. We invite you to check out (show specials, new products, etc.) and signup for (share any scheduled meetings, presentations, interactive efforts for the Day). Let's do business together!
- Welcome to MANTS 2021! (Insert company) is ready to do business with you. Check out our profile for (insert show products, highlight show specials, giveaways, etc.) Let's connect.

Tips For Social Media:

- Best to limit to video to :60 or less for static posts on FB, IG, Twitter, etc.
- Think about which platform you want to use for your videos – Instagram Stories are better shot vertically, but horizontal works best for LinkedIn, Facebook, etc.
- Interesting backgrounds add personality and interest to the video
- Try to limit background noise or distractions
- If you can shoot outside or facing a natural light source, you will look your very best! Any light coming from behind you will cause the screen to darken.