



# Sponsored Social Media Tips

*Congratulations -- You've made a great investment to expand your reach into our show audience! Make the most of your sponsored social media posts and/or live social media video by following these helpful social media tips.*



## Maximize Your Sponsored Social Media Posts

### Prepare

Be sure you have completed your sponsored social media services questionnaire by the deadline. By completing this step and submitting your social media accounts to the EFA team, we will be able link to your social media accounts when we post about your company.

### Follow

Make sure that your company's social media accounts are followers of EFA social media accounts. Also, ask your team members to follow the EFA social media accounts.



### Engage

When you see your sponsored social media content posted during the event, be sure to like, comment, and share these posts from each of your business' social media accounts. Ask your team members to like, comment, and share the posts too. Always include the official show hashtag with your posts (ie: #EFAcon)

Social Media networks, like Facebook, will show posts to more social media users when a post receives a spike in engagement. Remember, the more "likes" and "comments" your post receives, the more social media users will see it overall.





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*“Live video gives your viewers a special, behind-the-scenes look at your company. It also draws longer streams and higher engagement rates — viewers spend up to 8.1x longer with live video than with video on-demand.”*

-HubSpot



## Maximize Your Sponsored Live Video Interview

### Before

Let your audience know about your upcoming live video. We suggest making a post to your business accounts notifying followers that you'll be “Live at #EFAcon” one day before, and also a couple of hours before you expect the live video to begin.

### During

Have an admin of your company pages on standby to tune in and share your live video from the official show page to your business accounts as soon as it begins. You may also want to designate this person to answer any questions that come in from viewers during the broadcast.

Ask employees and friends to "like" and comment on the video while it is live. This will trigger Facebook's algorithm that it is a popular video and then Facebook will show it to more users.

### After

Add a post-show comment to the video, thanking viewers for watching. Encourage further comments and questions to get more news feed activity and engagement.

The day after, re-share the video with a recap "In case you missed it!"

Embed the video on your website.

