

INTERNATIONAL WINDOW FILM  
CONFERENCE AND TINT-OFF™

# SOCIAL MEDIA GUIDE

#WFCT



The premier industry event is getting more social this year! We've compiled everything you need to create a buzz at this year's event in this easy-to-digest social media guide.

SEPTEMBER 4-6, 2019

Indiana Convention Center  
Indianapolis, IN

## WE'RE ALL OVER SOCIAL MEDIA!

### PRE-SHOW TIPS

Reach out and create buzz before the event. Include dates, location and booth number so customers are sure to find you. Promote product launches or giveaways to drive traffic during the show.

### ON-SITE TIPS

Create content that encourages attendees to stop by your booth. Hashtag #WFCT in all posts and follow along with the hashtags to see and engage in surrounding shares from others.

### POST-SHOW TIPS

Continue to engage with the window film industry after the show is over. Connect with leads via social media, specifically LinkedIn, as a source for following up.



### FACEBOOK

Like WFCT on Facebook [here](#) to find the latest show updates as you scroll through your newsfeed as well as highlights and recaps at the end of each day. We will also be going LIVE and posting Facebook stories throughout the show!



### LINKEDIN

Follow our [LinkedIn event page](#) and see our latest posts from the show. Be sure to tag #WFCT and tag our page when sharing your social coverage from the event.



### YOUTUBE

We know it's a big show, so don't worry if you miss something. We will be uploading WFCT videos to our [YouTube channel](#) that will highlight the exciting events from each day.



### TWITTER

Follow us on [Twitter](#) and include the hashtag #WFCT in all of your tweets. Make sure to tag us @windowfilmmag, too!



### INSTAGRAM

Follow us on [Instagram](#) for up-to-date show photos, exhibitor products and features and more. Include the #WFCT hashtag and tag us in all your photos for a chance to be featured on our social media channels.



### OFFICIAL APP

Download the Glass Expos App for iOS or Android right to your phone for quick access to show schedules, exhibitor list and more all at your fingertips.