



ITS WORLD CONGRESS 2017

Montréal | OCTOBER 29 - NOVEMBER 2

Next Generation Integrated Mobility: Driving Smart Cities

Promote Your Session at ITS World Congress 2017 via Social Media

Get the word out about your session at ITS World Congress 2017. Posting on social media can help provide great exposure for you, your topic and your organization. While your participation has been promoted on the event website, via email touches and through digital tactics and to the press, social media is a free and effective way to highlight your participation and reach all of your followers.

It's our goal to ensure that your room is filled with all the right people and that this speaking opportunity provides great exposure for you, your topic and your organization. To accomplish this, we have been promoting your participation on our website, to our database, through digital tactics and to the press. Now, it's time for you to help us help you! We've provided the tools below to help you promote your session to your social network.

1. **Surprise your audience.** Tell your community something they don't know or show them something they've never seen. Sharing teasers online will create interest, which you can then use as a springboard to talk about the new and exciting things you'll be unveiling or presenting in your session(s) at ITS World Congress 2017. PRO TIP: Whenever possible, include a picture or video.
2. **Use a variety of social networks.** Facebook and Twitter are great, but don't forget about LinkedIn. Promote your session on your LinkedIn profile and share this information with relevant groups that you follow and that follow you.
3. **Share the latest news.** Follow the ITS America, ITS STI Canada, ITS-AP and ERTICO's social media sites and share interesting content, articles and event updates to keep your network up-to-date and engaged. Use the hashtag #THISisITS to engage with other attendees!

Facebook: <https://www.facebook.com/ITSofAmerica>

Twitter: @ITS_America https://twitter.com/its_america

LinkedIn: <https://www.linkedin.com/company/intelligent-transprotation-society-of-america>

Instagram: <https://www.instagram.com/itsamerica/>

Need to shorten links? Visit <https://bitly.com/> to copy and paste the long URL into the space provided and see the metrics for each link.

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www.itsworldcongress2017.org

SAMPLE POSTS

Use these sample posts to help promote your presence at ITS World Congress 2017. Be sure to customize the messaging with your company's information and feel free to put your own creative spin on them.

Facebook:

PRO TIP: The ideal length of a post is less than 40 characters.

NOTE: In order to tag ITS World Congress 2017 (@ITSofAmerica) in posts, you must follow our page: <https://www.facebook.com/ITSofAmerica>

I'm honored to be speaking at #ITSWorldCongress 2017 this October 29 – November 2 in Montréal. I'll be discussing [insert session topic] at my session [insert session name]. [link to session description when available]

Join me at @ITSofAmerica's #ITSWorldCongress 2017, where the world's most influential stakeholders in the intelligent transportation industry will come together, October 29 – November 2 in Montréal, Canada. I'll be leading the discussion on [insert topic]. Register now: <http://bit.ly/2mJ1faZ>.

Want to tap into a market expected to reach \$143 billion by 2020? Attend #ITSWorldCongress 2017, in Montréal this October 29 – November 2 and hear me speak on [insert topic] and how it impacts [insert relevant field]. Register now: <http://bit.ly/2mJ1faZ>.

Twitter:

PRO TIP: The ideal length of a tweet is 100 characters.

PRO TIP: To shorten links for Twitter, go to <https://bitly.com/>, copy and paste the full link into the space provided. Then, copy the shortened link into the Twitter status.

I'm speaking at the #ITSWorldCongress 2017 on [session title]. Join me in #Montréal this Oct!
<http://bit.ly/2mJ1faZ> #THISisITS

Where will YOU be on [Insert date of session]? I'll be speaking about [session title] at #ITSWorldCongress 2017. Join me #THISisITS <http://bit.ly/2mJ1faZ>

If you want to stay ahead of the top trends in #ITS, don't miss my session at #ITSWorldCongress 2017 [link to session when available] #THISisITS

I'm speaking at #ITSWorldCongress 2017. Explore [session topic] in #intelligenttransportation at #THISisITS!
<http://bit.ly/2mJ1faZ>

I'm presenting [session title] at #ITSWorldCongress in #Montréal. See you at #THISisITS [link to session when available]

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LinkedIn:

PRO TIP: The ideal length of a post is less than 100 words.

NOTE: Follow the page for event updates and member news: <https://www.linkedin.com/company/intelligent-transprotation-society-of-america>

Join me at ITS World Congress 2017, where the most influential stakeholders in the intelligent transportation industry will come together, October 29 – November 2 in Montréal, Canada. I'll be leading the discussion on [insert topic]. Register now: <http://bit.ly/2mJ1faZ>.

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