



site HYBRID CONFERENCE

2-3 FEBRUARY 2021

#SITEGC HYBRID

MARKETING KIT

In this kit you'll find

- Information about SITE's social media accounts
- An image you can share on social media
- Facebook and Twitter cover images if you'd like to add them to your profile
- Email signature graphic
- Sample copy for your social media posts

Please consider posting about the SITE Hybrid Conference on your social media platforms to let your followers know about the **#SITEGC conference**. To help you, we have provided some sample posts you can post on your own accounts or modify to fit your message.

SITE'S Social Media

Please tag us in your social media activity – we'd love to share your posts.

- **SITE Global Conference Event Hashtag: #SITEGC**
(please note there is not a year reference)
- **Twitter: @SITEGlobal**
- **Instagram: @SITEGlobal**
- **Facebook: @SITEOfficialPage**
- **LinkedIn: @SITE**

*The power within
us and among us*



SAMPLE SOCIAL MEDIA POSTS

(Copy and paste this text onto your own social accounts)



LINKEDIN

1. SITE Global Conference is a hallmark event for SITE, and this year it's going hybrid! We need to stay together as a community, now more than ever. Register to attend & stay connected <http://bit.ly/SITEGC-2021> **#SITEGC**
2. Join me online! This year may be different, but the one thing that hasn't changed is that the SITE Global Conference is the ONLY global conference dedicated exclusively to incentive travel and the impact that it has on individuals, businesses, communities and society at large. I've got my ticket for the Hybrid Conference and you can get yours here <http://bit.ly/SITEGC-2021>



TWITTER

1. Taking place 2 – 3 February 2021, @SITEglobal Hybrid Conference will focus on our central theme: courage, the power within us and among us. Be part of the conversation and the industry's recovery. **#SITEGC** <http://bit.ly/SITEGC-2021>
2. This year's conference is going Hybrid! @SITEGlobal Conference offers holistic educational opportunities to provide BOTH professional and personal benefits. You can sign up here **#SITEGC** <http://bit.ly/SITEGC-2021>



FACEBOOK

1. SITE Hybrid Conference 2021! I'll be there, will you? Explore an agenda bursting with educational sessions, keynotes and speakers, destination deep dives, award ceremonies and more. <http://bit.ly/SITEGC-2021>
2. SITE is about exchanging knowledge and making connections. This year's online conference incorporates both live elements and the option to access the full program at your convenience at all hours of the day via the online platform. I've already signed up! Have you? <http://bit.ly/SITEGC-2021>



INSTAGRAM

1. I'm excited for the @SITEglobal Hybrid Conference! I've just checked out the content streams - Business Case for Incentive Travel - Personal Resilience - Innovation and Transition – Regeneration - Destination Deep Dives. February 2-3rd, I will be there to connect with the SITE community and beyond. **#SITEGC #HybridConference #SITEunite #SITEstrong**
2. What does incentive travel look like as we transition beyond Covid-19? When will it be safe to travel again? How do I ensure the travel experience is both safe and motivational? Do I need additional partners, expertise and skills to service my clients' needs? Discuss this with pioneers, colleagues and peers at the upcoming **@SITEglobal Hybrid Conference. #SITEGC #HybridConference #SITEunite #SITEstrong**



SOCIAL MEDIA TIPS & RULES

SOME TIPS FOR POSTING:

- We recommend using hashtags that call out SITE as well as the SITE Global Conference: **#SITEunite #SITEGC**
- If posting on Instagram, add 8-10 hashtags for a bigger impact and reach (e.g. #SITEunite #SITEprofs #SITEGC #EventProfs #IncentiveTravel #MeetingProfs)
- If on Facebook, Twitter, Instagram or LinkedIn, link to the SITE page by using the “@” symbol before typing the name
- Emphasize #SITEunite’s sense of belonging to a global community
- We are an all-inclusive, global, diverse, connected community

THE 5 #SITEPROFS SOCIAL RULES TO LIVE BY

1. **Golden Rule:** Always make the case for Incentive Travel driving Business Results.
2. **Make Connections** – use #hashtags and @handles to connect your posts with sponsors, members and suppliers of SITE
3. **Be Positive.** Negativity is a no-no – play nice! Never, ever publish a negative comment about a sponsor, member or supplier of SITE.
4. **Mutual Respect.** Social Media is a give and take relationship not a one-way street of updates. Engage and foster conversations.
5. **Be Creative.** We are here to inspire, bring expertise and a can-do attitude.

SOCIAL MEDIA-FRIENDLY GRAPHICS

(Click to Download)

[Twitter header](#)

[Facebook header](#)

[Social Media Friendly Graphic for Sharing](#)

[Email signature](#)

