



June 22-25, 2026 • McCormick Place • Chicago, IL

# **SOCIAL MEDIA GUIDE FOR AUTOMATE 2026 EXHIBITORS**

Everything you need to build buzz  
and drive booth traffic.

[www.automateshow.com](http://www.automateshow.com)

## HOW TO MAKE THE MOST OF YOUR SOCIAL PRESENCE

Social media is one of the most powerful ways to boost visibility before, during, and after the show. Whether you're a global brand or a small startup, this guide will help you make the most of your social presence and get noticed by 50,000+ professionals coming to Automate 2026.

### What you'll find in this guide:

What's New For 2026 .....	3
Social Content Pillars .....	4
Quick Tips For Social Success .....	5
Best Practices By Platform .....	6
Social Post Templates .....	8
30 Post Ideas To Get Started .....	9

## WHAT'S NEW FOR 2026

We've seen what works and what doesn't. Here's what you should prioritize this year:

### 1. Use our social templates

We've created post templates sized and styled for each major platform. Use them to promote your booth, demos, giveaways, and thought leadership.

[DOWNLOAD TEMPLATES](#)

### 2. Use the official hashtag: #Automate2026

Proper capitalization within hashtags is key for accessibility, and using the correct show name within the hashtag is key for brand recognition.

✅ **DO use:** #Automate2026, #AutomateShow

❌ **Don't use:** #automate, #automate26, #automationshow, #theautomateshow

### 3. Tag, collaborate, and reshare

Whenever you're talking about Automate, tag our profile on that respective platform. We are always looking to reshare and collaborate with our exhibitors. If you're interested in collaborating on Instagram or LinkedIn, DM or contact us to discuss opportunities.

[Facebook](#)

[X \(Formerly Twitter\)](#)

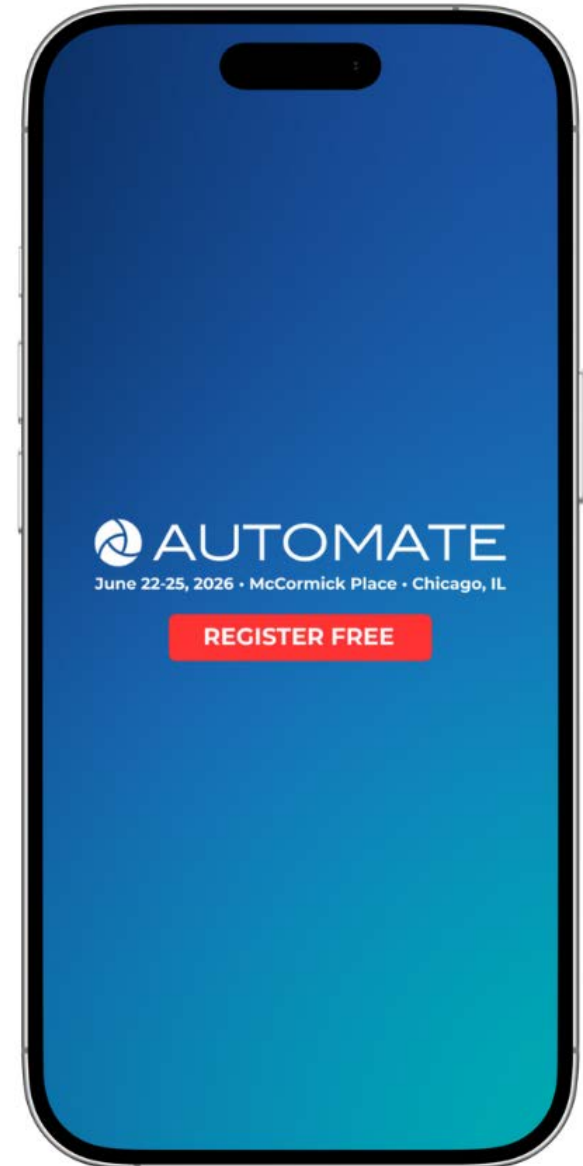
[LinkedIn](#)

[TikTok](#)

[Instagram](#)

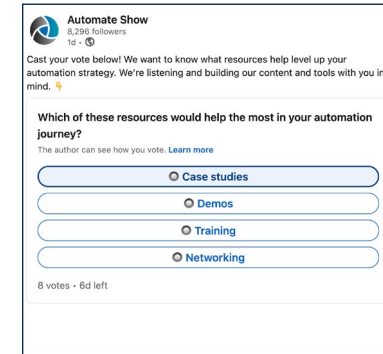
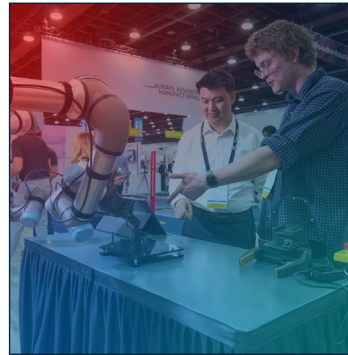
[Threads](#)

[Youtube](#)



## SOCIAL CONTENT PILLARS

Think of these as the foundation to boost visibility, build excitement, and drive booth traffic:



EDUCATE	EXCITE	ENGAGE
<p>Share what attendees need to know, including your booth number, show dates, and how to connect with your team.</p> <p>Highlight any live demos, product launches, or speaking sessions you're involved in. Make it easy for people to find (and want to visit) you.</p>	<p>Get your followers hyped for what's coming. Tease your newest solutions, show how they solve real-world challenges, or share sneak peeks of what you'll be showing off at Automate.</p> <p>Add in industry trends, media mentions, or past success stories for extra momentum.</p>	<p>Make your content scroll-stopping. Use video, behind-the-scenes moments, polls, humor, or real-time updates. Ask questions, tag others, and reply to comments to keep the conversation going.</p> <p>The more active you are, the more the algorithm and followers will reward you.</p>

## QUICK TIPS FOR SOCIAL SUCCESS

### Profile & Branding

- Add your booth number to your bio or pinned post
- Update header images with Automate branding or event messaging
- Use a link in bio tool (e.g., Linktree, LinkinBio) for relevant channels to drive traffic to your registration or product pages

### Captions & Copy

- Hook people with a strong first sentence
- Keep it concise and readable (use line breaks or bullet points)
- Add a call to action: “Visit us at Booth #XXXX” or “See our demo at Automate!”
- Maintain a consistent and positive tone that your audience will find sincere
- Avoid hard-selling and spammy language
- Add SEO-friendly terms, tag your location, and use hashtags to improve discoverability and ensure your content gets in front of the right people

### Visuals

- Use short videos, reels, or carousels since they tend to outperform static images
- Show behind-the-scenes content, team intros, or quick demo clips
- Avoid image overload and keep visuals bold and text light
- Add captions to videos so they’re accessible (most people scroll with sound off)
- Utilize show creative and imagery when possible

### Engagement

- Like, comment, and reshare posts from Automate and other exhibitors
- Reply to DMs and comments quickly, especially during the show
- Ask questions or run polls to spark interaction
- Tag people and ask your team to interact with your posts to boost reach
- Share user-generated content and booth visitor photos (with permission)

## BEST PRACTICES BY PLATFORM

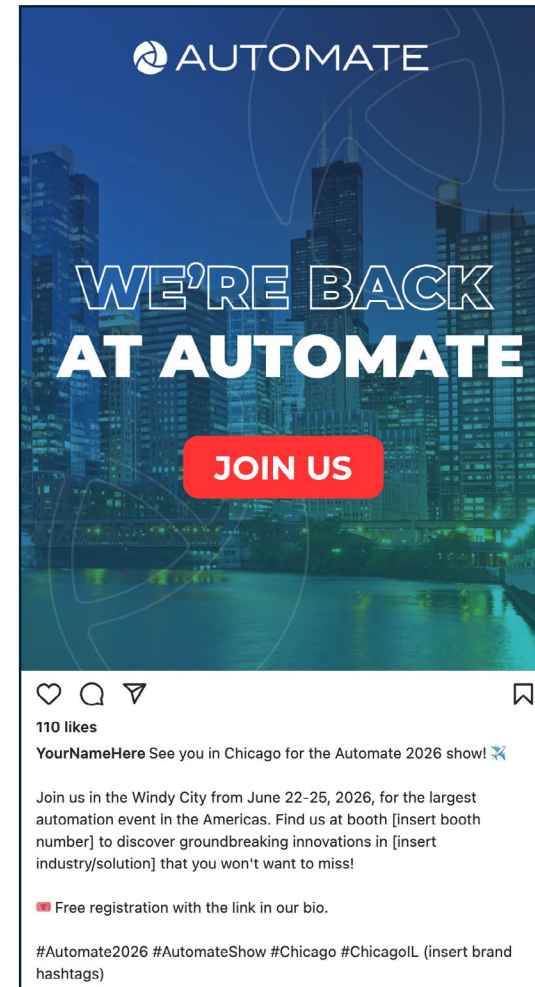
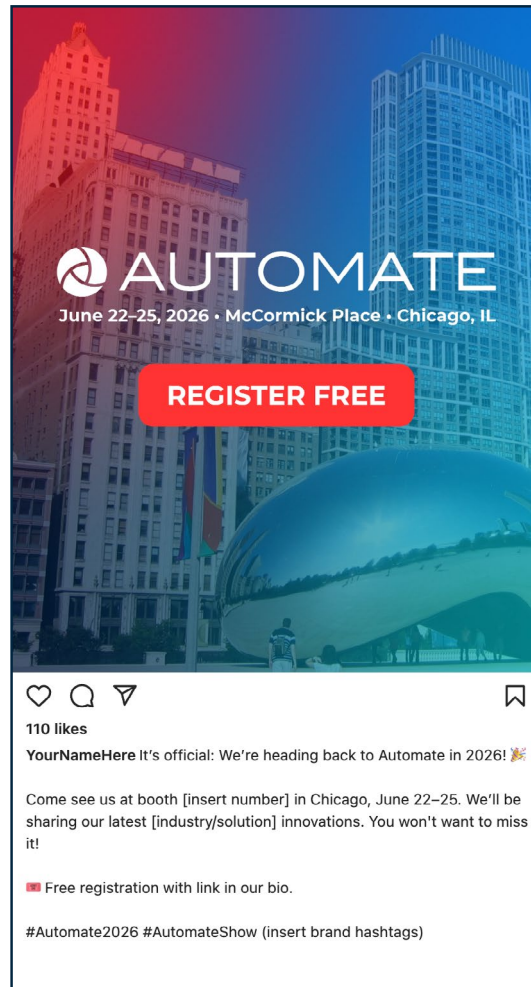
Platform	Primary Purpose	Top Content Types	Best Practices
<b>LinkedIn</b>	B2B visibility, thought leadership	Text-only posts, LinkedIn articles (native blogs), photos, videos	<ul style="list-style-type: none"> <li>• Thought leadership topics spark conversation</li> <li>• Post demo teasers or industry insights</li> <li>• Tag <b>@AutomateShow</b> and partners</li> <li>• Join/post in industry groups</li> <li>• Use collaboration posts for double exposure</li> </ul>
<b>Facebook</b>	Community building, event sharing	Links, photos, short videos	<ul style="list-style-type: none"> <li>• Share in-feed videos, Story, and Reel formats</li> <li>• Post in industry-related Facebook groups</li> <li>• Test various video lengths for engagement</li> </ul>
<b>Instagram</b>	Visual storytelling, behind-the-scenes content	Reels, carousels, stories, photos	<ul style="list-style-type: none"> <li>• Prioritize Reels and carousels</li> <li>• Use tools like Linktree for multiple links</li> <li>• Keep a consistent visual style</li> <li>• Invite <b>@AutomateShow</b> to collaborate on posts</li> <li>• Use stories for quick updates or day-of content</li> </ul>

## BEST PRACTICES BY PLATFORM

Platform	Primary Purpose	Top Content Types	Best Practices
<b>X (Twitter)</b>	Real-time updates, conversations	Text posts, photos, short videos, polls, threads	<ul style="list-style-type: none"> <li>• Tweet often to stay visible</li> <li>• Post booth updates, hot takes, speaker moments</li> <li>• Follow and interact with industry leaders</li> <li>• Keep posts concise (280 characters max)</li> </ul>
<b>TikTok</b>	Bite-sized demos, fun brand moments	Short-form video	<ul style="list-style-type: none"> <li>• Use trends or audio that fit your brand</li> <li>• Highlight booth activity or team intros</li> <li>• Tag <b>@a3_automate</b> for possible resharing</li> <li>• Keep videos fast-paced and value-driven</li> </ul>
<b>Threads</b>	Conversational commentary, casual updates	Text and image/video	<ul style="list-style-type: none"> <li>• Use short, timely updates</li> <li>• Post booth news, photos, or show floor insights</li> <li>• Tag <b>@AutomateShow</b></li> <li>• Keep tone friendly and on-brand</li> </ul>

## SOCIAL POST TEMPLATES

Need help crafting your first social posts? Check out these templates or use one of our post ideas outlined below.



Two of the four social post templates (versioned for all platforms) available for download.

## 30 POST IDEAS TO GET STARTED

### Pre-show



1. Show announcement/save the date: about info, date, and location
2. Registration information: website and prices
3. Booth information
4. Speaker information
5. Incentive: onsite giveaway, live demos, product release, promotion, etc.
6. Behind the scenes: How you're preparing for the show
7. Polls: Will you be attending/have you registered? What are you most excited for?
8. Throwback photos from previous shows
9. Fun facts about the show/your presence at the show
10. Top reasons to attend

### Onsite



1. Where to find us/booth information
2. Still need to register? Onsite registration information
3. Behind the scenes: scenes of show set-up
4. Employee/staff content: why we're excited for the show, etc.
5. Incentive: onsite giveaway, live demos, product release, promotion, etc.
6. Polls: Have you visited our booth yet? What are you most excited about?
7. Demos
8. Speakers
9. Daily recap/highlights
10. User-generated content (UGC)

### Post-show



1. Thanks for attending
2. Our favorite part of the show
3. Show recap/ highlights
4. Behind the scenes: show tear down, travel, etc.
5. We'll see you next year: next show information
6. Incentive: giveaway winners, promotional info, etc.
7. Polls: What was your favorite part of the show? Are you attending the next show?
8. User-generated content (UGC)
9. Contact info: where to find us, location, website, etc.
10. Keep in touch: follow us on social, subscribe to the newsletter or YouTube channel, etc.



June 22-25, 2026 • McCormick Place • Chicago, IL

The templates, content ideas, and tools in this guide and the Exhibitor Marketing Kit are all here to help you show up with confidence and make your presence count.

We'll see you in Chicago, June 22-25, 2026!

**Need a boost or want to be featured? Contact us today.**

[www.automateshow.com](http://www.automateshow.com)