



# IMC USA Consult-Con 2020 Virtual Conference Marketing Toolkit Instructions

IMC USA is proud to present this year’s annual conference using a totally virtual model and we need your help to spread the word! Word-of-mouth is a powerful marketing tool, and social media helps us multiply word-of-mouth by the power of the Internet. This toolkit will provide you with a step-by-step guide for sharing this event on social media, as well as supplying you with the content and copy to post on all your social media platforms. Please be sure to follow the recommended guidelines for posting so as to ensure consistency of message across our entire network.

## Contents

1. [Step-by-Step Guide](#)
2. [Recommended Graphics](#)
3. [Recommended Copy](#)
4. [Social Media Accounts to Follow, Share, and Interact With](#)

## Step-by-Step Guide to Posting and Sharing

- ▶ Whenever possible, share/retweet content shared by the IMC USA pages and the Consult-Con pages. This broadens the reach of IMC USA’s marketing efforts and yields greater returns for audience growth.
- ▶ If you elect to post your own content, please utilize the graphics and copy provided in this toolkit, or your own personal photos of past IMC USA events along with your testimonial regarding the value of the event. You may also wish to post photos of the keynote speakers and/or panelists.
- ▶ All posts relating to the event should utilize the hashtag #ConsultCon2020, tag the Consult-Con page relevant to the respective platform ([found here](#)), and reference the conference website ([www.imcusaconference.org](http://www.imcusaconference.org).)

## Facebook

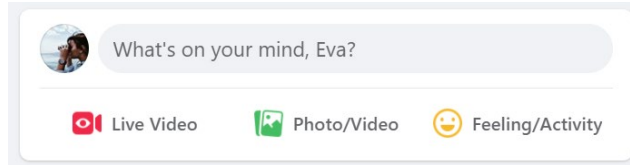
- ▶ **Sharing a Post:** When you log into Facebook and visit the Institute of Management Consultants USA page (you can get there using this link on your mobile or desktop device: [https://www.facebook.com/imcusa.org/?view\\_public\\_for=300789375812](https://www.facebook.com/imcusa.org/?view_public_for=300789375812)) you will notice several recent posts relating to Consult-Con 2020. You are encouraged to like and comment on these posts. To share the post, click the share button. You are encouraged to choose one of the following options:
  - ▶ “Share now (friends)” – Will instantly and easily share the post to your network via your personal Facebook page.
  - ▶ “Write a post” – Allows you to add a personal message before sharing the post to your network. i.e. “Looking forward to this event! Will I see you there?” After adding your own message, you may click the “Post” button at the bottom of the pop-up page.
  - ▶ “Share to a Group” – If you are part of any social groups on Facebook (i.e. business networking groups or interest groups), you can share this post with the members of that group either with or without your own personal commentary. Simply add your comments in the area



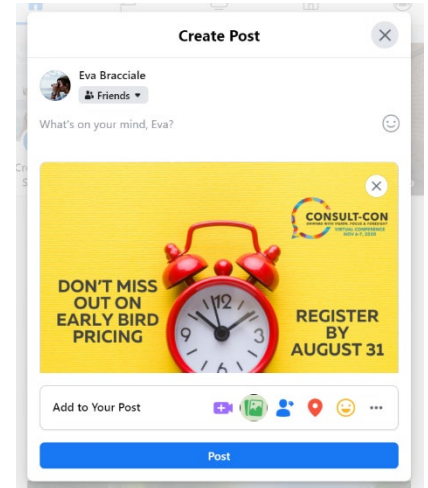
labeled “Say something about this...” and click the “Share” button next to any of the groups you would like to share it with.

▶ **Posting your Own Content:**

- ▶ Download one or more of the graphics available in this toolkit **OR** locate personal photos of previous IMC USA conferences or events that demonstrate an inviting and exciting atmosphere.
- ▶ Visit Facebook and locate the sharing box. It will look something like this



- ▶ Click the “Photo/Video” button and locate the conference graphic or photo you would like to post.
- ▶ Add a caption using a personal testimonial relating to the value of the conference **OR** utilize one of the pre-fab captions available in this toolkit.



- ▶ **Interacting in the “Event” page:** Visit the “Events” tab located at the top of the IMC USA page and navigate to the “Consult-Con Virtual Conference” option. Click the Discussion tab and share why you are looking forward to the event. You may also use this tab during and after the event to share takeaways.

## Instagram

- ▶ **Sharing a Post:** Instagram is not optimized for sharing posts in the same way Facebook is, but there are still little tricks to sharing this content with your network. If you have a reposting app, you are encouraged to use it to boost Consult-Con posts, though this is beyond the scope of a simple step-by-step guide. Otherwise, navigate to the Consult-Con page by searching “Consultcon2020”. Follow the page and interact with (like and comment on) as many posts as you would like.

- ▶ You may also choose to share to your “story” by clicking the paper airplane icon, clicking the “Add post to your story” option, and sharing.

▶ **Posting your Own Content:**

- ▶ Download one or more of the graphics available in this toolkit **OR** locate personal photos of previous IMC USA conferences or events that demonstrate an inviting and exciting atmosphere.
- ▶ Open the Instagram app and select the + button on the bottom toolbar of the page and locate the conference graphic or photo you would like to post.
- ▶ Follow the prompts to add a caption using a personal testimonial relating to the value of the conference **OR** utilize one of the pre-fab captions available in this toolkit.




## Twitter:

- ▶ **Sharing a Post (“Retweeting”):** When you log into Twitter and visit the Consult-Con 2020 page (you can get there using this link on your mobile or desktop device:

<https://twitter.com/ConsultCon>) you will notice several recent posts relating to Consult-Con 2020 that will look something like this:



You are encouraged to like and comment on these posts. To share the post, click the retweet () button. You are encouraged to choose one of the following options:

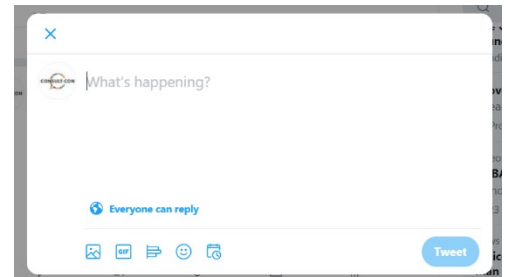
- ▶ “Retweet” - Will instantly and easily share the post to your network via your personal Twitter page.
- ▶ “Retweet with comment” - Allows you to add a personal message before sharing the post to your network. i.e. “Looking forward to this event! Will I see you there?” After adding your own message, you may click the “Post” button at the bottom of the pop-up page.

▶ **Posting your Own Content:**

- ▶ Download one or more of the graphics available in this toolkit **OR** locate personal photos of previous IMC USA conferences or events that demonstrate an inviting and exciting atmosphere.
- ▶ Visit Twitter and locate the “Tweet” button. It will look something like this



- ▶ The posting interface will look something like this:
- ▶ Click the image icon in the bottom left area and locate the conference graphic or photo you would like to post.
- ▶ Add a caption using a personal testimonial relating to the value of the conference **OR** utilize one of the pre-fab captions available in this toolkit.
- ▶ Click “Tweet”

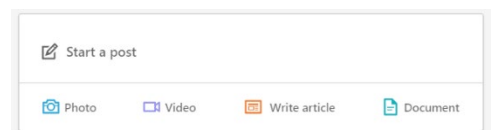


## LinkedIn

- ▶ **Sharing a Post:** When you log into LinkedIn and visit the Institute of Management Consultants USA page (you can get there using this link on your mobile or desktop device: <https://www.linkedin.com/company/institute-of-management-consultants-usa/?viewAsMember=true>) you will notice several recent posts relating to Consult-Con 2020. You are encouraged to like and comment on these posts. To share the post, click the share button. You may or may not wish to add a personal message relating to the content and click “post.”

▶ **Posting your Own Content:**

- ▶ Download one or more of the graphics available in this toolkit **OR** locate personal photos of previous IMC USA conferences or events that demonstrate an inviting and exciting atmosphere.
- ▶ Visit LinkedIn and locate the sharing box at the top of the page.
- ▶ Click the “Photo” button and locate the conference graphic or photo you would like to post.
- ▶ Add a caption using a personal testimonial relating to the value of the conference **OR** utilize one of the pre-fab captions available in this toolkit.



- ▶ **Interacting in the “Event” page:** Visit the “Events” tab located at the top of the IMC USA page and navigate to the “Consult-Con Virtual Conference” option. Click the Discussion tab and share why you are looking forward to the event. You may also use this tab during and after the event to share takeaways.

## Recommended Graphics

- ▶ Utilize the graphics that can be found in [this folder](#) **OR** locate personal photos of previous IMC USA conferences or events that demonstrate an inviting and exciting atmosphere.

## Recommended Copy

Utilize these sample captions on your posts or use a personal testimonial of what you are expecting to gain from this event.

- ▶ Looking forward to #networking and growing my business at #ConsultCon2020!
- ▶ Will I see you at #ConsultCon2020? Join me and register today: [www.imcusaconference.org](http://www.imcusaconference.org).
- ▶ Have you heard that #ConsultCon2020 is fully virtual this year? No mask required!
- ▶ #ConsultCon2020: Two action packed days to network, connect, learn and build your business.
- ▶ This unprecedented year has presented so many new challenges for #management and #consulting. Get the support and recharging you need to keep your business strong at #ConsultCon2020.
- ▶ Looking forward to meeting and learning from the top management consultants in the country #ConsultCon2020
- ▶ #ConsultCon2020 will be a refreshing time to reconnect with colleagues, meet new people, listen to top-notch speakers, and learn about trends in #management and #consulting. Will I see you there?
- ▶ Onward with focus, vision & foresight #ConsultCon2020. Register today at [www.imcusaconference.org](http://www.imcusaconference.org).
- ▶ Don't miss this essential event for #ManagementConsultants – Register today at [www.imcusaconference.org](http://www.imcusaconference.org).
- ▶ Leaders know that they need support to grow! Join me for #ConsultCon2020 this year and get ahead of the game! [www.imcusaconference.org](http://www.imcusaconference.org).
- ▶ Learn, grow, network, and recharge at #ConsultCon2020! Let me know in the comments if I will see you there!
- ▶ #ConsultCon2020 = the #ManagementConsulting conference of the year!
- ▶ #ConsultCon2020 is almost here! Register soon for early pricing: [www.imcusaconference.org](http://www.imcusaconference.org).

## Social Media Accounts to Follow, Share, and Interact With

### Twitter

@ConsultCon

<https://twitter.com/ConsultCon>

### Facebook

@imusa.org

<https://www.facebook.com/imcusa.org>

### Instagram

@consultcon2020

<https://www.instagram.com/consultcon2020/>

### LinkedIn

Institute of Management Consultants USA

<https://www.linkedin.com/company/institute-of-management-consultants-usa/?viewAsMember=true>