

stratégies **PME**

SOCIAL MEDIA



Leverage these practical guidelines to manage your social media presence before, during, and after the event. Our primary objective for this edition is to maximize digital visibility and exposure for all participating experts.

OUR TARGET AUDIENCE

Stratégies PME is exclusively designed for growing SME leaders; we do not target self-employed workers, solo consultants, or early-stage startups. Consequently, your social media messaging must be concise, laser-focused, and tailored directly to scaling business leaders to maximize engagement with our core audience.

THE STRATÉGIES PME TONE

With more than 500 experts publishing on behalf of Stratégies PME, maintaining a unified voice across social media is essential. Our tone must remain professional, accessible, and dynamic, always addressing business leaders directly using the formal "vous." Here are several standardized formulations you can adapt for your posts:

1. « 500 experts and 130 conferences to accelerate your growth. »
2. « Concrete answers to the challenges faced by growing SME leaders. »
3. « An essential event for leaders who want to grow their business. »

OUR SOCIAL MEDIA

in LinkedIn : <https://www.linkedin.com/company/strategiespme>

ig Instagram : [@strategiespme](https://www.instagram.com/strategiespme)

X X : [@StrategiesPME](https://twitter.com/StrategiesPME).

f Facebook: <https://www.facebook.com/EvenementStrategiesPME>

Prioritize LinkedIn as your core channel, as our target demographic of SME leaders aged 30 to 59 is predominantly active there. Utilize Instagram as a supporting platform to capture live booth atmosphere and behind-the-scenes moments, and treat X as a minor complement to round out your strategy.

FROM A SIMPLE PRESENCE TO A REAL CONTENT CAMPAIGN

Shift your social media strategy from a basic "announcement of participation" into a robust, multi-stage B2B content campaign built around *Stratégies PME*, designed to drive ongoing engagement before, during, and after the event.

Publish value, not just your presence

Every post must highlight a specific tangible takeaway for the business leader, such as a pressing problem, a common pitfall, an actionable tip, a key statistic, a thought-provoking question, or a hard-earned lesson. Focus squarely on the core concerns and challenges of the SME leader rather than merely listing your company's features or accolades.

Create a mini-campaign before, during and after the event

Structure your social media rollout into a simple, logical six-stage progression, beginning with your initial participation announcement, moving to the core business issue you address, sharing a valuable tip or striking statistic, offering a glimpse behind the scenes of your preparation, capturing your live presence and conference highlights, and concluding with post-event lessons learned and follow-up.

Leverage personal LinkedIn profiles

Encourage your experts, executives, and speakers to publish content directly from their personal profiles in addition to your company page. Leveraging personal accounts adds authenticity, embodiment, and significantly higher credibility to your messaging.

Mobilize your employees and partners

Encourage members of your organization to organically comment on or reshare relevant content to expand your overall reach. Ensure they use authentic, individual phrasing rather than copy-pasted boilerplate messages to maintain genuine engagement.

USEFUL INFORMATION ABOUT THE EVENT

- The event in Quebec bringing together the largest number of SME leaders and experts in one place. More than 6,000 visitors, 89% of whom are SME leaders.
- We offer 130 conferences and more than 500 experts on site.
- Conferences last 30 minutes and experts who have a consulting space are available at all times during the two days of the event.
- The leaders present have an average of 17 years in business.

PROMOTIONAL LOGOS AND VISUALS FOR THE EVENT

Download official event logos and promotional visuals directly from our website and incorporate them into your publications to drive recognition and clearly signal your participation in Stratégies PME.

PROFESSIONAL VIDEO CAPTURE OF YOUR CONFERENCE

***NEW THIS YEAR — Video capture of your conference**

To maintain uniform production quality and protect presentation rights, video capture is strictly prohibited unless performed by the official event videographer. If you require professional recording and editing of your session, you can order it directly through the additional visibility form, and the final video will be delivered following the event. Please note that Stratégies PME reserves the right to use select excerpts from these recordings for promotional and marketing purposes.

CONSENT AND IMAGE RIGHTS

While photos and videos captured at your booth and in conference rooms provide fantastic content, remember that Quebec's Law 25 regulates the capture and distribution of identifiable images. Prioritize wide atmosphere shots rather than tight, identifiable close-ups unless you have secured explicit verbal consent from the individuals concerned. Each exhibitor bears sole legal responsibility for their own published media in this regard.

INDICATIONS

Please use the hashtag #STRATEGIESPME as often as possible to create group conversations around the event on social media.

BEFORE THE EVENT

Prepare your content before the event

Prepare your texts, visuals, schedules, links and reminders in advance. Once on site, your team can then focus on authentic and spontaneous elements rather than on writing content.

Designate a content manager

Designate a specific team member to take charge of documenting your presence, capturing photos, short videos, live posts, and attendee interactions. Without a clear owner assigned to this role, content creation is almost invariably neglected amid the fast-paced demands of the event.

Publish your presence at Stratégies PME on your different platforms

You can also announce your conference title, date, time and room, if applicable. It is important to mention (« tag ») our account: X (@StrategiesPME), Instagram / Facebook (@StrategiesPME), LinkedIn (@StrategiesPME).

Highlight your availability at the consulting space

During the two days of the event, highlight that you are available to answer all questions from SME leaders inside your consulting space. Address the expertise you cover as well as the questions you can answer.

Publish our promotional video

Publish our promotional video on your social media, available at [link removed].

Use keywords related to your message

Use keywords related to the subject of your message in your posts to get as much engagement as possible, for example #SME, #marketing, #finance. The use of a hashtag increases the chances that your post appears in a search. However, please do not abuse it: limit yourself to two at most, a post containing too many hashtags can look like spam.

Repost our publications on your accounts

We will actively engage with, comment on, and reshare your organization's published content across our official channels to maximize overall visibility and drive the highest possible engagement for everything related to Stratégies PME.

Ask open-ended questions

For example: "What is your biggest concern as an SME leader?"

BEFORE THE EVENT

Spark people's curiosity by publishing the subject of your conference on your different social media

Publish concrete reasons to attend Stratégies PME

Frame your pre-event messaging around the tangible outcomes attendees will gain by connecting with you, such as uncovering concrete answers to their pressing challenges, sharpening their executive leadership skills, discovering actionable strategies for the upcoming fiscal year, or identifying the leading experts standing out in the SME landscape.

Add a photo to each of your publications

A post with a photo attracts more attention and generates more engagement. You will find various photos of the event available on our website.

Respect the rules surrounding complimentary tickets

Holding contests, prize draws, or any other mass distribution strategies using your complimentary tickets, such as public announcements in newsletters or across social media, is strictly prohibited. Instead, selectively reach out directly to your target SME clients and prospects to offer these passes. Always keep in mind that the event is exclusively reserved for growing SME leaders, excluding self-employed individuals, solo consultants, and early-stage startups.

Invite your clients and prospects to follow our pages

Invite your SME clients and prospects who received a complimentary ticket to follow Stratégies PME's pages as well as your social media to stay informed of the latest developments.

Share the behind-the-scenes of your preparation

Take photos of your team during the set-up day to show the behind-the-scenes of your preparation. Also take advantage of the event's photobooth before the arrival of visitors to create original content for your social networks.

Use precise calls to action

Give attendees a compelling reason to visit your booth by highlighting exclusive onsite experiences, such as a live demonstration, an exclusive draw, a major product launch, or a complimentary diagnostic assessment. More broadly, ensure that your publications always include a clear, direct call-to-action inviting the audience to visit your advisory space, attend your conference, ask a question, or book a dedicated discussion time.

Generate appointments before the event

One to two weeks prior to the event, proactively invite confirmed attendees and warm contacts to schedule a dedicated meeting slot with you. This transforms your social media presence from a passive visibility channel into a powerful, active business development engine.

DURING THE EVENT

Publish on the morning of the opening

Publish a targeted announcement on the morning of the opening day to build immediate foot traffic, signal your team's readiness on the floor, and welcome attendees as the event kicks off.

Publish as often as possible to announce your presence

Share photos of your advisory space, invite people to come visit you to discover your expertise and services. Introduce your advisory team on social media as the event unfolds to humanize your booth presence. One to two hours prior to your conference, publish a reminder specifying the exact title, time, and room name to drive last-minute attendance. Immediately following the session, share a photo of the packed room to showcase the high engagement and excitement generated by your presentation.

Monitor your pages and the hashtag #strategiespme

Several visitors publish their impressions of the event directly online. You will be able to respond in real-time to their questions and comments. Do not hesitate to take part in conversations about the event. When replying to a visitor, it is important to personalize each message.

Focus on short and lively formats

Use Stories (LinkedIn, Instagram, Facebook) to share the event atmosphere, behind-the-scenes, or interactions at your advisory space.

Film short vertical videos at your booth

Leverage your time on the floor to capture short, punchy 15- to 60-second video clips right at your booth addressing straightforward, high-value topics—such as an emerging industry trend, a common pitfall, a practical tip, your most frequently asked question, or an insightful observation of the day. Note that this agile, booth-level content creation is entirely separate from the official conference video capture, which remains strictly reserved for our official videographer.

Create content with other experts

Leverage the exceptional concentration of industry experts on-site to produce short collaborative videos or cross-discussions with peers holding complementary expertise, allowing you to tap into each other's networks. Actively tag, comment on, and reshare posts from neighboring exhibitors or speakers whose offerings align with yours; this mutual engagement creates a powerful network effect that multiplies algorithmic reach for all parties simultaneously—a unique, high-value advantage of gathering 500 experts under one roof.

AFTER THE EVENT

Thank people for coming

Thank people for coming to the event on your social media.

Check your messages

Check your messages on X, Facebook and LinkedIn, as some visitors might contact you directly on these platforms.

Publish your learnings rather than just your photos

Share a report of the event across your social media, but prioritize posts that present your learnings rather than a simple thank-you message: for example, “Here are the three concerns that came up most often amongst the leaders we met.”

Turn booth questions into a content library

Note frequently asked questions at your advisory space: a recurring question is an excellent sign of a topic for a future post or capsule.

Turn your presentation into multiple content pieces

Maximize the long-term ROI of your conference by transforming a single 30-minute presentation into a multi-channel content engine. Using the professional video capture obtained through our official provider, extract key segments to fuel follow-up LinkedIn posts, short video capsules, carousels, or thought-leadership articles long after the event doors close. (Note: Professional video capture is exclusively available via the additional visibility form with our official videographer).

Add people you met on LinkedIn

Add the people you met at your advisory space on LinkedIn within 48 hours following the event. This will allow you to keep in touch with them and facilitate your follow-ups.

GENERAL BEST PRACTICES

Follow a publication calendar

Replace the vague instruction to "publish as often as possible" with a disciplined, predictable timeline: roll out your campaign milestones at D-30, D-14, D-7, D-2, and finally on the day of the event itself to maximize anticipation and recall.

Prioritize native video

Upload your video content directly to the platform as native files rather than relying on external links (such as YouTube redirects), as native uploads consistently achieve significantly higher algorithmic reach and viewer retention.

Respond calmly to negative comments

Respond publicly, briefly and professionally, then offer to continue the discussion in private to resolve the situation.

Measure your results after the event

Take the time to evaluate the reach, clicks, and mentions obtained, based on your initial business objective.

Respect the recommended technical formats

Use a vertical format (9:16) for stories and reels, and a square or horizontal format for your LinkedIn posts.

TO AVOID

To maintain a professional image, avoid the following mistakes:

1. **Publishing the same content everywhere, without adapting it to each platform.**
2. **Publishing exclusively promotional content.**
3. **Publishing photos without context.**
4. **Abusing "hashtags" (over-tagging).**
5. **Stopping publishing after the event.**
6. **Creating content at the expense of visitors present at your booth.**



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PROPULSÉ PAR LE GROUPE

