



Social Media Toolkit

Social media is an effective way to promote your presence at International Roofing Expo. Use this social media toolkit to increase traffic to your booth.

Tips and Best Practices

Announce Your Participation at IRE

Let your customers know that you will be at IRE 2025. Share teasers of anything new and exciting you will have onsite at the show. Leverage the International Roofing Expo brand by using the show's name and hashtag #IRE2025.

Special Events & Giveaways

Mention new product demonstrations, celebrities, contests, raffles, and giveaways. Remember to remind when and why they NEED to visit your booth—this could lead to business down the line.

Use Multiple Social Media Channels

Learn what channel your audience is using. Facebook and Twitter are great, but don't forget about LinkedIn and Instagram. Ask your staff to survey customers to find out what platform they are on. Within each platform search for groups and ask to join them.

Share The Latest News

Follow the International Roofing Expo social media accounts, you can find the links below, and share content, articles and event updates to keep your audience engaged.

Conversation - Not Selling! -

Social media is a great medium to establish thought leadership by providing content that starts or add to a conversation. Provide videos, white papers, case studies and industry reports.

Sample Posts

Use these sample posts to help promote your presence at International Roofing Expo 2025, Be sure to customize the messaging with your company's name, logo and booth number. **POST TIPS:** Use images and links to enhance your post. Want to see how many clicks your links are getting? Use bitly.com to track your links.

Facebook

TIP: To tag (@InternationalRoofingExpo) in posts, you must like our page: <https://www.facebook.com/RoofingExpo>

- *[Company name]* will be exhibiting @InternationalRoofingExpo #IRE2025 in San Antonio this February, See our [product/service] at Booth *[Booth Number]*.

- *[Company Name]* will be at @InternationalRoofingExpo #IRE2025 in San Antonio showcasing *[insert product/service]!*
- Attending @InternationalRoofingExpo #IRE2025 in February? Stop by our Booth *[Booth Number]* and see *[product/service]*.
- Join the largest annual gathering of concrete and masonry professionals from around the globe at @InternationalRoofingExpo #IRE2025. Don't miss out! Join us at Booth *[Booth Number]!*

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

- Visit us at Booth *[Booth Number]* at #IRE2025 to see the latest *[product/service]* & *[insert demo, celebrity, giveaway, etc.,]*.
- Join the largest gathering of concrete and masonry professionals from around the world at #IRE2025. Visit us at Booth *[Booth Number]*.
- Exciting news! *[insert company name]* will be at #IRE2025. Visit us at Booth *[Booth Number]*.
- We are excited to be exhibiting at #IRE2025 See *[products/service]* at Booth *[Booth Number]*.

LinkedIn

TIP: Use www.canva.com to design eye-catching images.

- Join us at #IRE2025 from February 19-21 in San Antonio for the largest annual international event for concrete and masonry professionals. Learn more and register at www.theroofingexpo.com.
- *[Company name]* is exhibiting at #IRE2025 in San Antonio on February 19-21! Visit our booth *[Booth Number]* to see *[demo, new product, etc.,]*. Learn more and register at www.theroofingexpo.com.
- We're exhibiting at #IRE2025 in San Antonio on February 19-21! Join us at International Roofing Expo for the latest trends and innovations, connect with colleagues and exchange ideas with industry leaders from around the world. Learn more and register at www.theroofingexpo.com.

TIP: If you're posting on multiple social media platforms use www.hootsuite.com or www.buffer.com to help schedule and post on multiple platforms at one time.