

DISABILITY, AGEING & LIFESTYLE EXPO 2019



My life, my choice!

SOCIAL MEDIA TOOLKIT

www.dalexpo.com.au



Catalyst
Foundation

Official Media Partner

QUISK

THE DISABILITY, AGEING AND LIFESTYLE EXPO SOCIAL MEDIA TOOLKIT

We invite you to promote the Disability, Ageing and Lifestyle Expo 2019 on your social media profiles.

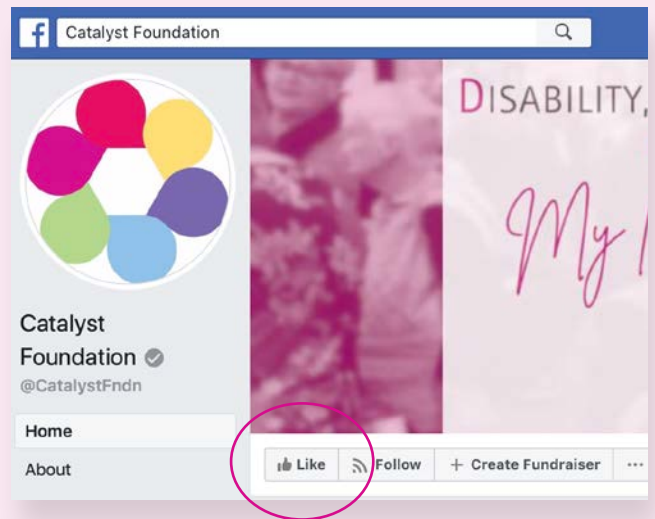
In this toolkit, we have provided you with a range of suggested activities you can undertake online, to build awareness of your participation in, or support of, the expo.

My life, my choice!



FACEBOOK

LIKE Catalyst Foundation on Facebook:
[/CatalystFndn \(www.fb.com/CatalystFndn\)](https://www.facebook.com/CatalystFndn)



Mark yourself as **GOING** to the
DAL Expo 2019 event on Facebook:
[www.fb.com/events/616995235410967](https://www.facebook.com/events/616995235410967)

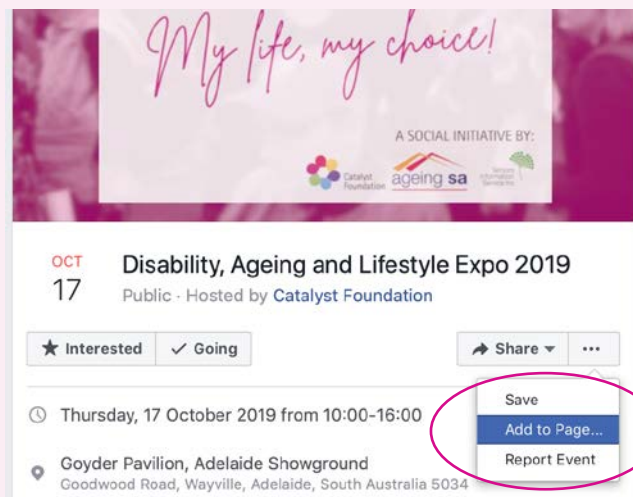


SHARE the DAL Expo 2019 event by **SHARING AS A POST** or **INVITE FRIENDS** on Facebook:
[www.fb.com/events/616995235410967](https://www.facebook.com/events/616995235410967)



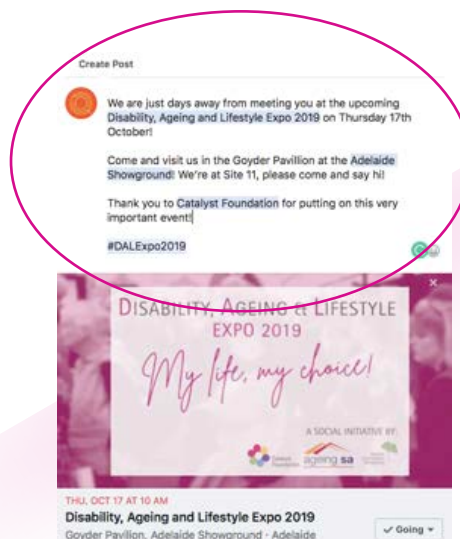
Add the DAL Expo 2019 Facebook event to your business/organisation's Facebook events page.

Note: If you don't have an existing **EVENTS** tab on your Facebook Page, simply visit **SETTINGS** in your Admin Tools, select **TEMPLATES AND TABS** from the menu and select **ADD A TAB** (Events).



When publishing content about the Expo on your business/organisation's Facebook Page, we invite you to:

- » Tag **CATALYST FOUNDATION** (use the @ symbol to tag)
- » Tag the **DISABILITY, AGEING AND LIFESTYLE EXPO 2019** (use the @ symbol to tag)
- » Tag the **ADELAIDE SHOWGROUND** (use the @ symbol to tag)
- » Use our Unique Event Hashtag in all your posts **#DALEXPO2019**
- » Add a photo/image/video to create interest



SHARE posts published by Catalyst Foundation on your business/organisation's Facebook Page and **LIKE** or **COMMENT** on our content as your business/organisation.

Tip: Tagging Facebook profiles, using the hashtag and sharing/commenting/liking our posts will help us and others to find your content and re-share your posts.





TWITTER

FOLLOW Catalyst Foundation on Twitter:
[/CatalystFndn \(www.twitter.com/CatalystFndn\)](https://www.twitter.com/CatalystFndn)



When publishing content about the Expo on your business/organisation’s Twitter Page, we invite you to:

- » Tag **CATALYST FOUNDATION** (use the @ symbol to tag)
- » Mention the **DISABILITY, AGEING AND LIFESTYLE EXPO 2019**
- » Mention the location; **ADELAIDE SHOWGROUND**
- » Use our Unique Event Hashtag in your tweets **#DALEXPO2019**
- » Add a photo/image/video to create interest



RETWEET tweets published by Catalyst Foundation on your business/organisation’s Twitter Page and **LIKE** or **COMMENT** on our content as your business/organisation.

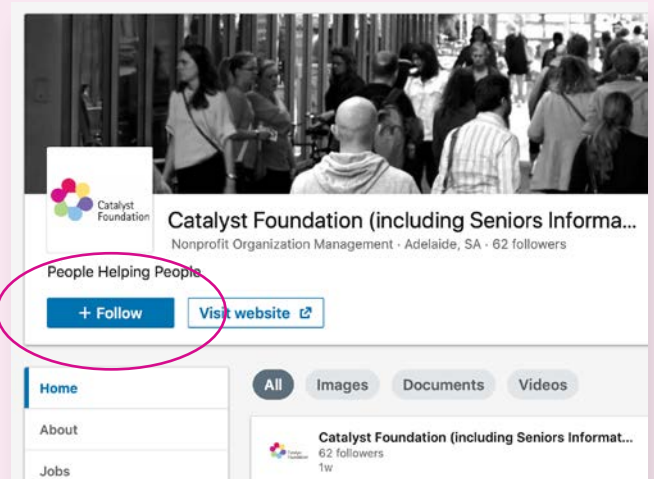
Tip: Tagging Twitter profiles, using the hashtag and retweeting/commenting/liking our tweets will help us and others to find your content and re-tweet your posts.





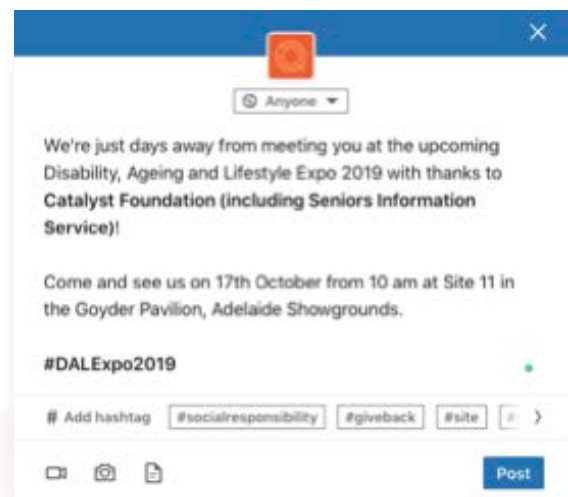
LINKEDIN

FOLLOW Catalyst Foundation on LinkedIn:
/Company/Catalyst-Fndn
(www.linkedin.com/company/catalyst-fndn)



When publishing content about the Expo on your LinkedIn Personal Profile and/or LinkedIn Company Page, we invite you to:

- » Tag **CATALYST FOUNDATION (INCL. SENIORS INFORMATION SERVICE)** (use the @ symbol to tag)
- » Mention the **DISABILITY, AGEING AND LIFESTYLE EXPO 2019**
- » Mention the **ADELAIDE SHOWGROUND**
- » Use our Unique Event Hashtag in your posts **#DALEXPO2019**
- » Add a photo/image/video to create interest



SHARE, COMMENT and **LIKE** posts published by Catalyst Foundation on LinkedIn.

Tip: Tagging LinkedIn profiles, using the hashtag and sharing/commenting/liking our posts will help us and others to find your content and re-share your posts.



THANK YOU FOR JOINING US TO PROMOTE THE DISABILITY, AGEING AND LIFESTYLE EXPO 2019

We welcome back, Adelaide's largest and most iconic Disability and Ageing community event. For one day only, attendees will gain access to up-to-date information and have the opportunity to connect and hear directly from you and 200+ businesses and organisations. Visitors will discover pathways, explore their options, try out products, and learn more about a range of services.

For more information, contact:

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