**Sample social media posts for Work Truck Week exhibitors:**

Feel free to customize and use the sample posts below to showcase your booth and share your participation in Work Truck Week 2026 with your audience!

**Post 1:** Ready to explore the latest in commercial vehicles, equipment and products? Visit us at #WorkTruckWeek 2026! We're excited to showcase our latest innovations and can't wait to connect with you. Don’t miss us at Booth <insert booth number>! See you in Indy!
👉 Register now: worktruckweek.com #WTW26

**Post 2:** We're gearing up for #WorkTruckWeek 2026! Be sure to stop by Booth <insert booth number> to see exclusive previews of our latest products. Register now and join us in Indy!
🔗 Register today: worktruckweek.com #WTW26

**Tips for using social media to promote your participation in WTW26:**

**1. Choose the right platforms**

* Focus on platforms where your audience is most active, such as **LinkedIn**, **Instagram**, **Twitter**, and **Facebook**.
* LinkedIn is great for connecting with industry professionals, while Instagram and Facebook offer more visual appeal. Twitter helps with quick updates and broader outreach.

**2. Use Work Truck Week branding**

* Include **Work Truck Week** logos, graphics, and branded hashtags in your posts to align with the event’s branding. This also increases visibility in event-related searches.

**3. Leverage Event Hashtags**

* Always use the official event hashtags in every post:
	+ **#WorkTruckWeek**
	+ **#WTW26**
	+ **#WorkTrucks26**
	+ **#GreenTrucks26**

**4. Timing Your Posts**

* **Pre-Event (3-4 months before)**: Start building excitement.
* **During the Event**: Share live updates and booth interactions.
* **Post-Event**: Post recap content, thank attendees, and share any follow-up information.

Questions? Contact Laura Heidrich.