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

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

**Post 1:** Excited to sponsor #WorkTruckWeek 2026! Join us for an action-packed week of innovation, networking and opportunities to drive your business forward. Don’t wait — register today!
🔗 Register: worktruckweek.com #WTW26

**Post 2:** We’re proud to sponsor #WorkTruckWeek 2026, North America’s largest work truck event. From new product reveals to in-depth education and training, it’s the industry event you won’t want to miss. Register today and secure your spot!
👉 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 exhibit hall interactions.
* **Post-Event**: Post recap content, thank attendees, and share any follow-up information.

Questions? Contact Laura Heidrich.