**Sample social media posts for Work Truck Week supporting organizations:**

Feel free to customize and use the sample posts below to showcase your support of Work Truck Week 2026 with your audience!

**Post 1:** Proud to support #WorkTruckWeek 2026! This is the ultimate event for industry professionals to discover new products, network and gain insights from the best in the business. Don’t miss out — register now and be part of something big!
🔗 Register: worktruckweek.com #WTW26

**Post 2:** We're supporting the premier industry event of the year — #WorkTruckWeek 2026! Whether you're looking for the latest commercial vehicle innovations or opportunities to grow your business, this is the place to be. Register now and join us in Indy!
🌟 Save 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.