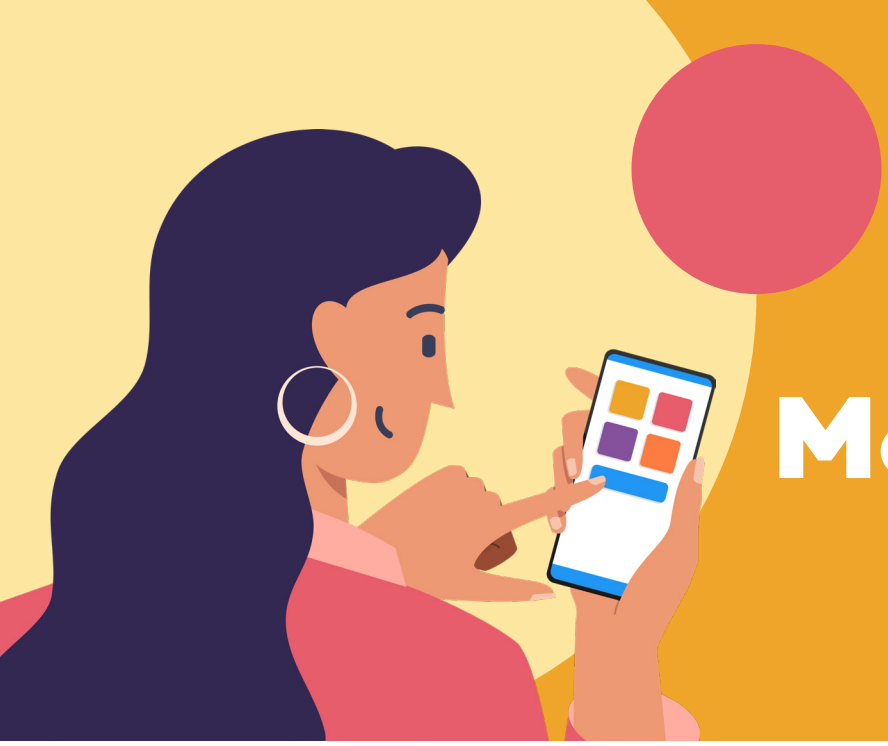


INTELEX

The Social Media Guide for Events

Social media trends and platforms are always changing, but one thing remains constant: People love to see other people having fun, and there's no better way to capture those unforgettable moments than through Intelex events. Whether it's a workshop, volunteer day, conference or casual but fun get-together, let's ensure that we're leveraging all the opportunities possible for promoting our brand.

We've noticed that event content consistently outperforms other posts, with engagement levels reaching up to

10% HIGHER.

It's not just about showcasing our brand; it's about sharing authentic experiences that resonate with our audience. With this guide, you'll learn how to gather the most engaging photos and details from our events, turning them into social media gold.

We encourage you to be an active part of the event content creation process. When you're featured in our event posts, feel free to share that content on your personal social media channels as well. Let your followers see the incredible experiences you're a part of **(and don't forget to tag Intelex!)**

Together, we can amplify the reach of our events, creating lasting memories and strengthening our brand presence.

If you have any questions, reach out to SEO and Content Marketing Strategist Julia Guerra at julia.guerra@intelex.com

Event Copy Details

In order to write a post about the event, certain details are important to make the copy compelling.

Please include information such as:

- Location.
- Partnerships, ie Surfrider Foundation, HSE360 Summit, etc.
- First and last names of the people featured - a list will suffice.
- If a speaker event, the title of the presentation.
- Activity details (examples below).
- Quotes (examples below).

Activity details examples:

Volunteer Day at Horse Rescue → Our volunteers rolled up their sleeves to clean and repair horse stables, as well as got involved in some horse grooming and walking.
Volunteer Day Brazil → They spent a fun-filled day cooking hamburgers, french fries and brigadeiro (a traditional Brazilian dessert. If you haven't tried it, then you should!)
Blue Jays Match → The energy at the ballpark was high as we cheered on the Blue Jays to a fantastic 7-0 victory! We even made it to the jumbotron!

Quote examples

Vancouver Beach Cleanup

"I had an eye-opening experience during a recent beach cleanup. While cleaning up the obvious trash was straightforward, the real challenge was the tiny but mighty microplastics. These minuscule pieces, often the size of a fingernail or smaller, were everywhere. It hit me hard how pervasive plastic pollution truly is," said Deepika Agrawal.

Volunteer Day at Buskerfest for Epilepsy Toronto

"It's a cause close to me as I was diagnosed with Epilepsy 2 years ago. Getting to meet so many wonderful people and educate on epilepsy awareness meant a lot, and I hope to continue to support this organization for years to come. I am thankful to work for a company that recognizes the importance of serving others (as part of the Fortive Day of Caring initiative) and allows us to have the time to support our local communities," shares Jill Harrington.

Photos

The Logistics

- Pay attention to the direction of the light – ideally choose a bright, evenly lit location.
- Ensure that your lens is clean.
- Take 10-20 photos both horizontally and vertically.
- Take selfies, in action shots, group shots, scenery shots and photos of any special moments. (examples below).



Selfies:

Position yourself so that the light source is in front of you. This helps to avoid squinting and shadows on your face.





In Action Shots:

If Intelex is presenting, always have a photo of the speaker giving their presentation. Please make sure that you can properly see the speaker above the heads.



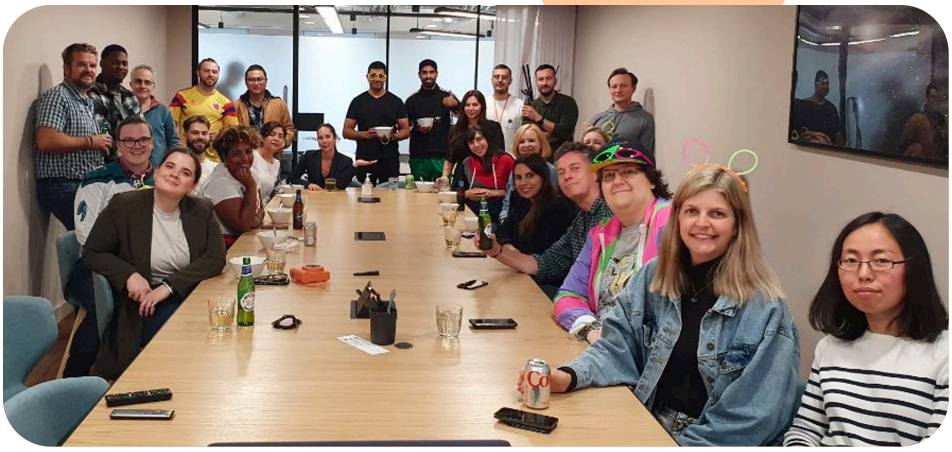






Group Shots:

Ensure that everyone fits into the frame. Consider having shorter people in the front and taller people in the back.





Scenery Shots:

If it's a conference, always take a photo of our booth. At Intelex conferences, take photos of people mingling at the event.

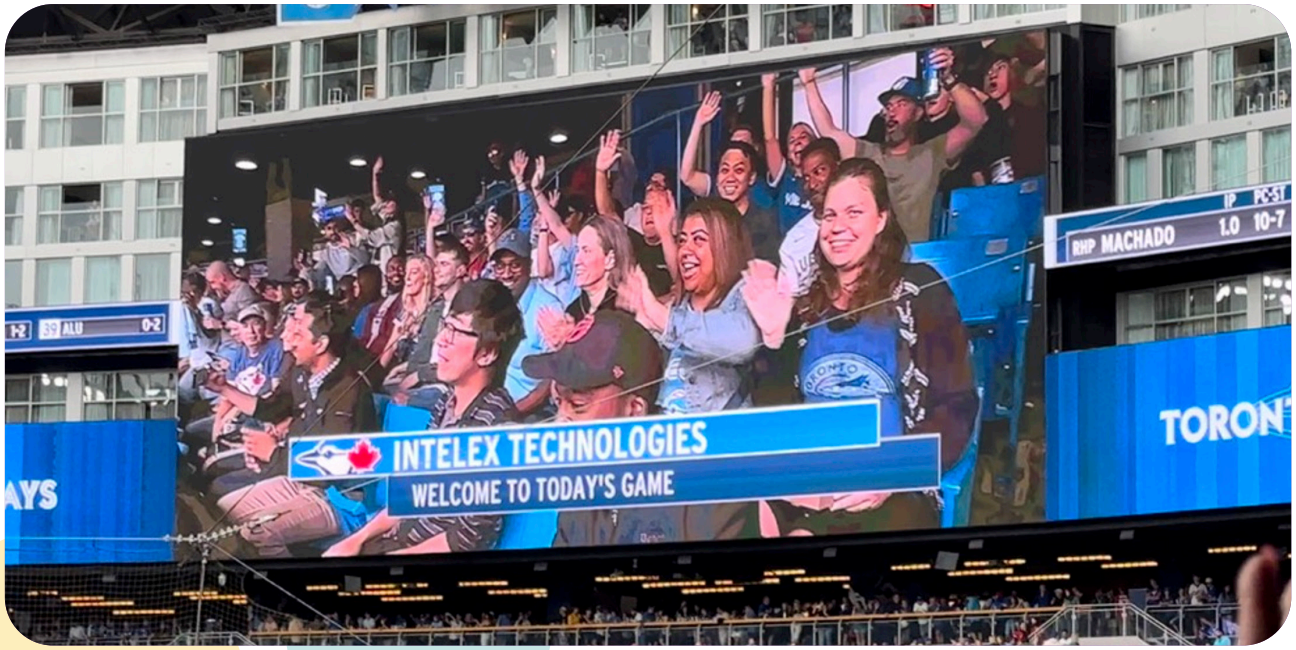






Special moments:

Anything unique or fun that happened, for example, when the Intelex team appeared on the jumbotron at the Blue Jays match.



Bonus Points for Video Content

Video content takes a little bit more effort but goes a long way towards engagement. If you feel comfortable with video, it's highly encouraged you film some shots. We will be editing it and either including it as standalone clips accompanied by photos or consolidating the shots into short videos.

The Logistics

- Again, make sure the lens is clean and that there's good lighting.
- Keep the camera horizontal.
- Ensure your phone's video settings are set to the highest quality (720 or 1080p).
- Avoid excessive movement, as it can destabilize the image. Prop the camera up if necessary. If you have a tripod, that is even better.
- If you are speaking to the camera, a quiet location is ideal. If you have lapel mics, that will also help with the quality of the audio.
- Use a mix of panning shots (when the camera moves from left to right or right to left) and static shots (when the camera remains in one place). Also aim for a variety of shots that are close up and further away.

Types of Content

10-30 second clips of:

- In action shots of volunteers working.
- In action shots of team members collaborating during workshops.
- In action shots of speaker presentations.
- Scenery shots (panning shots here are ideal). For example,
  - People mingling.
  - People chatting at our booth.
  - The view of the location.

A 30-90 second clip of:

- You introducing yourself and sharing, for example:
  - Anything you learned.
  - What Intelex does.
  - What your presentation is about.
  - What the workshop is about.
  - Why the volunteer event is important.
  - Anything else you find interesting.

For conferences, you also have the option to film the entire speaker presentation.

One Final Detail...

For conferences, please get this content to Julia Guerra as soon as possible. These types of events often have a lifecycle on social media platforms. The sooner we're posting about it, the more people will comment on it.

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