

Partners-in-Promotion Toolkit: Social Posts

Use these social posts to share and promote your participation in Mining Transformed, the world's first tech exhibition in an underground operating mine!

Don't forget to follow NORCAT on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#) to stay up-to-date on all things leading up and including Mining Transformed!

How to Get Started

- Follow NORCAT on our social channels and join the conversation!
- Use **#MiningTransformed2022** in all of your posts so we can easily find and share them!
- Tag NORCAT in all of your posts so they appear in our accounts!
- Share the event website **miningtransformed.norcat.org** in your posts to encourage industry connections to book their tickets!

Pre-Show

Twitter

Messaging

- Mark your calendar! **#MiningTransformed** is a must-attend event for the **#miningindustry** that will provide direct engagement with the buyers & builders of innovation. We're showcasing {product name} – will we see you there?

More info: miningtransformed.norcat.org (262 characters)

- We are packing up and preparing to showcase our technology at **#MiningTransformed** on September 26-29th. Will we see you there? (125 characters)
- Our team is heading to **#Sudbury**, the mining capital of **#Canada**, for **#MiningTransformed** September 26-29th! Follow along for a look behind the scenes at the world's first tech exhibition in an underground operating mine. (219 characters)
- We're thrilled to be exhibiting at **#MiningTransformed**, the world's first tech exhibition in an underground operating mine! Thank you NORCAT for inviting us to showcase our groundbreaking technology. (199 characters)

Content Ideas

- Photos of your team behind the scenes packing up technology or prepping for the event
- Create a video showcase introducing your product

During Mining Transformed

Messaging

- **#MiningTransformed** is finally here! Follow along as we showcase {product} at the world's first tech exhibition in an underground operating mine at the NORCAT Underground Centre! (178 characters)
- The wait is over! **#MiningTransformed**, the world's first underground tech exhibition in an operating mine, is happening now in **#SudburyOntario**! {Provide description of technology and location where attendees can find you}

Content Ideas

- Post a photo of your demo space
- Create a behind the scenes video of team members showcasing technology

Post-Show

Messaging

- Three days, countless opportunities. Check out our highlights from **#MiningTransformed**, the world's first tech exhibition in an underground operating mine! (154 characters)
- Thank you to NORCAT for the one-of-a-kind opportunity to exhibit at **#MiningTransformed**, the world's first tech exhibition to take place in an underground operating mine. (171 characters)

Content Ideas

- Share photos of other attendees you met at Mining Transformed
- Show what you saw from other exhibitors
- Show photos of your team setting up/taking down exhibits and participating in Mining Transformed related activities

LinkedIn

- We're showcasing [technology/product] as an exhibitor at **#MiningTransformed**, the world's first tech exhibition in an underground operating mine, taking place at the NORCAT Underground Centre in Sudbury, Ontario from September 26-29th.

Visit us [insert location] to meet our team and learn more about how {technology}{technology value proposition}

Learn more miningtransformed.norcat.org