**Venture Atlanta 2024**

**Social Media Tips & Sample Posts**

Promoting your involvement in Venture Atlanta on social media platforms amplifies your brand. Engaging on Facebook, Twitter, Instagram, and LinkedIn connects you with varied audiences—potential customers, partners, investors, and influencers. Customize messages on each platform to showcase various aspects of your involvement. Such participation will help to enhance visibility, credibility, and attract valuable connections, fueling your venture's growth and success.

Here are a few tips:

1. **Connect:**

It’s time to unleash your networking skills and make meaningful connections before the Venture Atlanta conference even begins! Start by reviewing the impressive list of attending companies, sponsors, and investors. Handpick a few and follow them on your personal and company social profiles. Don't wait for the event to begin engaging with them—use LinkedIn, Instagram, or even the Venture Atlanta app and platform to strike up conversations and set up meetings in advance. And hey, keep an eye out for the investor list coming in September, courtesy of the awesome Allyson Eman who will send it directly to your team.

Now let's talk about those captivating speakers and panelists who've got your curiosity piqued. Engage with them on Twitter! Give them a direct shout-out or a glowing compliment, or spice things up by retweeting their posts with a witty comment. Who knows? They might just engage back and spark an incredible conversation!

Here's a sample message to break the ice: "Hey there! I'm one of the dynamic companies being showcased at this year's Venture Atlanta, and I'm thrilled to connect with you here on (insert platform). Feel free to hit that follow button, and let's dive into some exciting networking—I can't wait to learn more about you!"

So, seize the moment, get your virtual handshakes ready, and let the networking extravaganza begin even before the conference kicks off!

1. **Prioritize and Schedule:**

Get ready to level up your social media game. First, figure out which platforms are the perfect fit for your company's personality. Once you've cracked the code, it's time to create a social media plan and craft a posting calendar that'll keep the excitement rolling. Even if it's a simple schedule, every post counts!

Here's a secret weapon: if you don't have a social presence yet, fear not! Tap into the power of your own website or email database to spread the word far and wide. Let those loyal followers and enthusiastic subscribers know that big things are brewing, and Venture Atlanta is the place to be. It's time to unleash the charm and bring the party to them!

1. **Get Published:**

It’s time to capture the essence of your Venture Atlanta opportunity through compelling articles! Take to platforms like LinkedIn, Medium, and your own website or blog to share your journey. Tell your story, for example—starting from humble beginnings to where you stand today. Paint a vivid picture of how this incredible chance has impacted you and your company, showcasing your innovation, passion, and determination.

But don't stop there! Keep the momentum going by crafting a follow-up story post-Venture Atlanta. Share your observations, the enlightening feedback you received, and valuable lessons learned from the event. Give others a glimpse of what lies ahead for your company, keeping them on the edge of their seats in anticipation.

Feeling extra creative? Consider stepping into the realm of TikTok, YouTube, or Instagram Reels. Create a captivating video that captures the excitement of your journey, showcasing your preparations for the event. Embed it in your articles or share it across social media to engage and inspire your audience in a dynamic and immersive way.

Through words, videos, and the power of your story, you'll captivate readers and viewers, leaving them inspired, intrigued, and eager to join you on your Venture Atlanta adventure. Let your creativity shine and get ready to make an unforgettable impact!

How to Make a TikTok: <https://blog.hootsuite.com/how-to-make-a-tiktok/> or <https://www.youtube.com/watch?v=2NamVSMWHu0>.

How to Make an Instagram Reel:<https://bit.ly/3dd5dnW>

How to Make a YouTube Video:<https://www.youtube.com/watch?v=bKvfzxtadL8>

1. **Discuss:**

Join the Venture Atlanta conversations across Twitter and other platforms, igniting insightful discussions using the hashtag #VA2024. Dive into engaging topics like industry and funding trends, share your observations on the local technology scene, and offer your unique perspectives on innovation as a whole.

But remember: keep the discussions at a high level, inspiring meaningful dialog among participants. Embrace the spirit of collaboration and knowledge-sharing, ensuring the conversations aren't overly self-promotional. Let's focus on building a community where diverse voices thrive and new ideas flourish.

So, grab your phone or computer, harness the power of hashtags, and unleash your expertise in these discussions. Together, we'll spark intellectual conversation, broaden horizons, and forge valuable connections. Get ready to make your mark on the Venture Atlanta landscape, one tweet at a time!

1. **Be Visual:**

Get ready to bring your Venture Atlanta experience to life with captivating images on social media! Images have the power to make your story or comment shine, so when sharing visuals related to Venture Atlanta, don't forget to tag @VentureAtlanta or use the hashtag #VA2024. This ensures your images reach the right audience and become part of the conversation buzz.

But wait, there's more! To further enhance your social media presence, we highly encourage you to make use of the showcase or presenter company badge provided to you. Display it proudly on your social media profiles, website, and other marketing materials. This badge not only adds a touch of professionalism but also serves as a visual symbol of your participation in Venture Atlanta.

Now let's take it up a notch and introduce you to a fantastic tool called [Canva](http://www.canva.com). This user-friendly platform offers a plethora of design options, templates, and customization features, allowing you to create stunning social media images with ease. From eye-catching graphics to beautifully designed banners, Canva has got you covered. So, unleash your creativity and let your images speak volumes about your Venture Atlanta journey.

So, grab those visuals, tag @VentureAtlanta, and sprinkle them with the magic of #VA2024. And again, don't forget to showcase the company badge to leave a lasting impression.

How to create social media graphics with Canva: <https://www.canva.com/create/social-media-graphics/>

**Suggested Calendar and Sample Posts:**

**Twitter**

If you have a Twitter profile, we recommend tweeting 1-3 times per week over the next month leading up to Venture Atlanta and also tweeting during the event. Feel free to link to the Venture Atlanta Twitter [account](https://twitter.com/ventureatlanta).

In addition to talking about your involvement in Venture Atlanta, we recommend retweeting content from [Venture Atlanta’s official Twitter profile.](https://twitter.com/ventureatlanta)

Venture Atlanta Handle: @VentureAtlanta

Venture Atlanta 2024 Hashtag: #VA2024

Be sure to also include hashtags relevant for your industry or target audience.

***Sample Tweets & Calendar Suggestions***

**Post Embargo: Week of 9/16**

• @NAMEOFCOMPANY is honored to be chosen as one of the region’s most promising technology companies by @VentureAtlanta 2024! #VA2024

• Our company, (insert technology description), will be showcased @VentureAtlanta — the Southeast’s premier event for connecting tech innovation and investment capital. #VA2024

• @NAMEOFCOMPANY is excited to head to @VentureAtlanta next month to showcase our (insert technology description). Read our announcement here: (link to your own press release or blog post). #VA2024

**Week of 9/23**

• @NAMEOFCOMPANY is thrilled to be a @VentureAtlanta (insert showcase or presenter) company and looks forward to making new connections. Interested in meeting us? Let’s chat! #VA2024

• Retweet a Venture Atlanta post – Twitter handle @VentureAtlanta

**Week of 9/30**

• Next week @NAMEOFCOMPANY will take part in the amazing #VentureAtlanta event! We can’t wait to meet you. #VA2024

• Retweet a Venture Atlanta post – Twitter handle @VentureAtlanta

**Week of 10/7**

• @VentureAtlanta is here and we’re ready to rock! Be on the lookout for our team #VA2024

• Retweet a Venture Atlanta post – Twitter handle @VentureAtlanta

**Week of 10/14**

*Note: You can also tweet/post a recap of Venture Atlanta along with any photos from the conference.*

**Instagram**   
If you maintain a personal or company account on Instagram, consider posting images of your preparation for VA as well as other images/videos — from speakers to your own presentation to fun breaks and photos of others. Be sure to tag them! Also, tag @VentureAtlanta when posting and use the hashtag #VA2024.

We also suggest creating a 15-30 second video and posting it on social media, highlighting “why I’m excited to be showcased at Venture Atlanta.” No fancy equipment required — good lighting and a smartphone are all you need.

**Your Company LinkedIn Page and Personal LinkedIn Page**Once the embargo is lifted, we recommend posting 1-2 sentences about your selection as a showcase or presenter company on both your company and personal LinkedIn pages. Link to the Venture Atlanta press release or link to your own. You can also email a pre-written 1-2 sentence post to your company team members and encourage them to post it on their own LinkedIn accounts.

***Sample Post***

Big news! [Name of Company] has been chosen to be showcased at this year’s Venture Atlanta conference on October 8-9 as one of the Southeast’s most promising technology companies! (Note: Insert link to press release and include the Venture Atlanta official logo.)

*Note: You can also take the sample tweets from the previous section and repurpose them for LinkedIn as well.*

**Company Blog**  
We recommend writing a blog post or series of posts talking about your announcement as a showcase or company, why it is important to your business, and (afterward) takeaways from the conference itself. Be sure to link to your release (if you have one) or you can link to the official Venture Atlanta press release on PR Newswire, or on the Venture Atlanta website. You can also promote your blog post over social media.

**Helpful Tutorial Toolbox & Articles**

How to Utilize Hashtags on Twitter: <https://www.wikihow.com/Use-Hashtags-With-Twitter>

How to “Go Live” on Instagram:<https://bit.ly/3QD8eLR>

How to Add Close Friends on Instagram:<https://bit.ly/2IFGacd>

How to Use TikTok for Business:<https://bit.ly/3xsnsg5>

How to Start a Blog on Medium:<https://bit.ly/3eIUHoE>