INTERNATIONAL ASSOCIATION OF

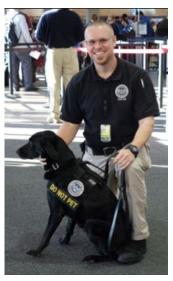


# Announcement: Social Media Campaign

March 15, 2018

# **IABSC**













## Join us in our conquest of social media

#### LinkedIn

- International Association of Baggage System Companies (IABSC)
- Press Releases, White Papers, Member Showcases



#### Twitter

Notices, Invitations, Discussions, Industry Retweets





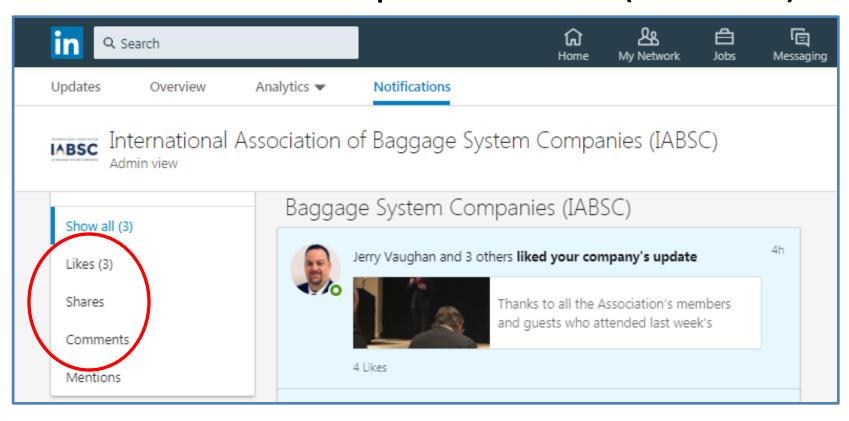
# Social Media Campaign Calendar

	Targeted	Month	March					April				Count
	Frequency	Wk Ending	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	53
Monthly Meeting		Design Sy	<mark>mposiu</mark>	m	15				12			11
Industry Events			DEN							AAAE		3
<u>Linked In</u>												
Vendor Highlight of the Month	Monthly				Χ				Υ			11
Link to Industry Articles	Every 4 weeks						1				2	13
Member (OEM) Highlight	Qtrly (2nd Mo)											4
Committee Whitepaper/Link	Semi-Annual											2
<u>Twitter</u>												
Meeting Reminder	1 week before			R				R				11
Meeting Recap (picture)	week after					Р				Р		11
"Share/Retweet" - Airlines/Airports	N/L/T Monthly		S					S				12
"Tweet" while attending trade event			2							2		10
(AAAE, ACI, BHS Design Symposium)												
Contest - "Follow Us" to Win												



### How You Can Help

(WWJD?)



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