



LIVE On Location Video Interview Tip Sheet

Congratulations -- You've made a great investment to expand your reach into our conference audience! Make the most of your LIVE On Location Video Interview by following these helpful social media tips.



Maximize Your Video Interview on Social Media

Prepare

Be sure you have completed your sponsored social media services questionnaire by the deadline. By completing this step and submitting your social media accounts to the CSC team, we will be able link to your social media accounts when we post about your company.

Follow

Make sure that your company's social media accounts are followers of CSC social media accounts. Also, ask your team members to follow the CSC social media accounts.

 @consupercon

 @consupercon

 /ConSuperCon

 /company/consupercon

Engage

When your **LIVE On Location Video Interview** is posted during the event, make sure to like, comment on, and share it from all of your business's social media accounts as well as your personal LinkedIn profile. Encourage your colleagues to do the same. Always include the official show hashtag with your posts (e.g., #ConstructionSuperConference). Social media platforms like LinkedIn will display posts to a wider audience when they receive a spike in engagement. Remember — the more likes and comments your post gets, the more people will see it.



Sponsored Social Media Tips

“Video has been a buzzword in marketing for years, and today brands are using it to carve out devoted followings on social media. Did you know users will retain 95% of a message watched on video as opposed to only 10% read in text?”



Maximize Your Sponsored Live Video Interview

Before the Show

- Announce your upcoming live video to your audience.
- Post on your business accounts at least one day before, letting followers know you'll be *“Live at #ConstructionSuperConference.”*

When the Video Airs

- As soon as the video posts on CSC's channels, have a page admin share it to your business accounts.
- Assign someone to monitor and respond to viewer questions or comments.
- Encourage employees, colleagues, and friends to like and comment on the video.
 - Higher engagement signals popularity to the algorithm, helping it reach more viewers.

After the Show

- Comment on the video thanking viewers for watching, and invite more comments or questions to boost engagement.
- The next day, re-share the video with a recap caption such as *“In case you missed it!”*
- Embed the video on your website for ongoing visibility.