



HAMBURG
ITS World Congress
11 - 15 Oct 2021

Experience Future Mobility Now

Promotional Toolkit



Organised by



Co-organised by



Supported by



Hosted by



Social media toolkit

This social media kit was created to help you reach out, get involved and continue the conversation online before, during and after the Congress. The ITS World Congress will be present on multiple key platforms including Twitter, LinkedIn and Facebook to ensure the greatest visibility and amplify the reach of the discussions.



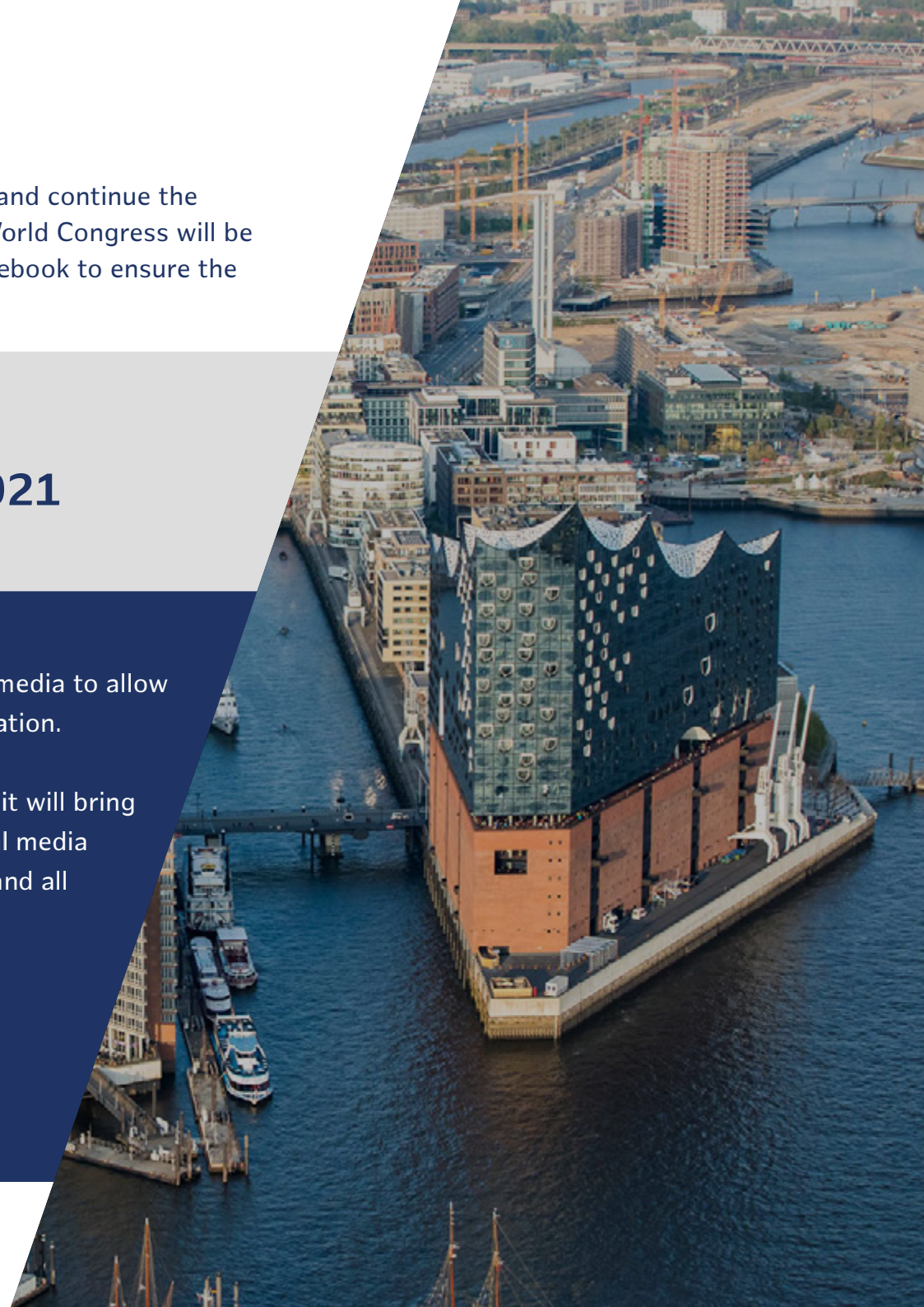
Official hashtag:
#ITSHamburg2021

The event will be using the hashtag **#ITSHamburg2021** on all social media to allow attendees and stakeholders to follow, join and engage in the conversation.

By clicking on the hashtag from one of the tweets, posts or pictures, it will bring you to all of the posts using **#ITSHamburg2021** on the specific social media network you are using – showing the volume of discussion, updates and all of the great conversations and events happening around you.

Download the logo
to use it in your communications

Make the most out of social media!
Use these banners in your posts



Twitter

Twitter is the quickest way to share and receive quick and informative updates happening around you in real-time at the **ITS World Congress**.



Interact with the organisers and hosts:

ITS Congresses: **@ITS_Congresses**

ERTICO-ITS Europe: **@ERTICO**

European Commission DG for Mobility & Transport: **@Transport_EU**

ITS Hamburg 2021: **@ITSHamburg2021**

Use these banners



Twitter

General promotion to your network:

- examples of tweets



 ITS - Europe @ERTICO • Nov 9

The @ITS_Congresses are ready for the next great event. #ITSHamburg2021 is coming. Save the date: from 11 to 15 October 2021, Experience Future Mobility Now! #TalkingITS

 ITS - Europe @ERTICO • Nov 9

All the #mobility trends and developments in one place: join the largest event focused on smart mobility and the digitalisation of transport. Read more on the #ITSHamburg2021 here: <https://itsworldcongress.com/>



Speakers:

- examples of tweets



Sponsors/exhibitors: - examples of tweets



LinkedIn



LinkedIn is the ultimate professional networking platform and will allow attendees to stay in digital contact with the connections they make throughout the duration of the **ITS World Congress**.

Groups allow people with common interest in a given sector to gather and have discussions on a variety of topics. They are a perfect tool for events like the ITS World Congress, dedicated to the entire ITS Community.

Join our ERTICO – ITS Europe Group on LinkedIn to join the discussion!
Follow the LinkedIn page of **ITS Hamburg 2021 GmbH** to always get the latest news.

How does it work?

1 - Post a note on your profile;

- Type up to 600 characters in the activity box near your photo;
- Select option to share via **1) Public and Twitter; 2) Public; 3) Connections**
- Be sure to include a link to <https://itsworldcongress.com>

2 - Start a discussion in your groups

3 - Use these banners in your post



Generic promotion to your network: - example of posts



Melinda Cooper 1st +
Marketing Manager at Toyota



The next edition of the ITS World Congress, from 11-15 October 2021, will be hosted by the city of Hamburg, a European model for urban mobility. Join us, don't miss the opportunity to experience the mobility of the future!

<https://itsworldcongress.com/> [#ITSHamburg2021](#)



Like



Comment



Speakers

- example of posts



Melinda Cooper 1st +
Marketing Manager at Toyota



I am glad to share with my network that I will be one of the speakers at the **#ITSHamburg2021**, the largest world event for ITS. I will be presenting **[insert title/topic]**; visit the website **<https://itsworldcongress.com/>** and save the date!



Like

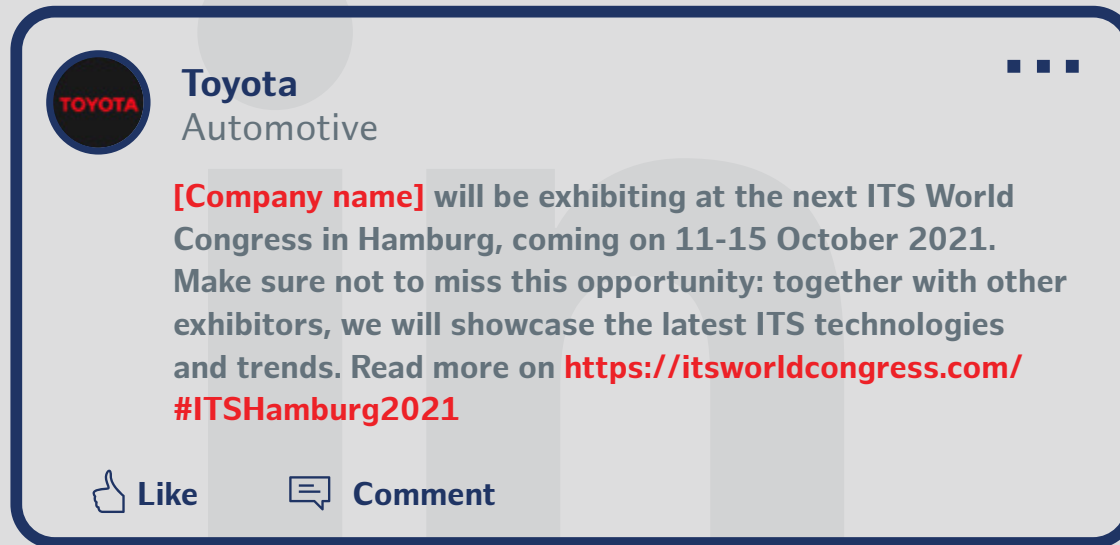


Comment



Exhibitors

- example of posts



TOYOTA Toyota Automotive

[Company name] will be exhibiting at the next ITS World Congress in Hamburg, coming on 11-15 October 2021. Make sure not to miss this opportunity: together with other exhibitors, we will showcase the latest ITS technologies and trends. Read more on <https://itsworldcongress.com/#ITSHamburg2021>

Like Comment

This is a screenshot of a LinkedIn post from Toyota Automotive. The post features the Toyota logo and the text: "[Company name] will be exhibiting at the next ITS World Congress in Hamburg, coming on 11-15 October 2021. Make sure not to miss this opportunity: together with other exhibitors, we will showcase the latest ITS technologies and trends. Read more on <https://itsworldcongress.com/#ITSHamburg2021>". Below the text are icons for 'Like' and 'Comment'. The post is set against a background of a city street with buildings.



Facebook

Feel free to use these suggestions to promote the ITS World Congress through your personal Facebook account to reach your network.



Follow the **ITS Congresses** Facebook page and share/like the content about the ITS World Congress 2021 in Hamburg.

Use these banners in your post:



Example of posts



ITS Congresses

20 November 2020 at 3:30

“Experience Future Mobility Now” is the theme of next ITS World Congress, coming in October 2021, hosted by the Free and Hanseatic city of Hamburg. The **#ITSHamburg2021** will bring the future of transport right to you, through presentations, debates, brainstorming and live demonstrations of six engaging topics. Connect with the ITS Community and have a glimpse to the future: join us for the largest ITS global event.



Like



Comment



Share



Für die Kommunikation auf Deutsch

Beispiel für Beiträge und Links

Links zu den Kanälen:



ITS Weltkongress

20 November 2020 at 3:30

“Experience Future Mobility Now” lautet das Motto des nächsten ITS Weltkongress im Oktober in Hamburg. **#ITSHamburg2021** bringt Ihnen die Zukunft der Mobilität durch spannende Präsentationen, Diskussionen und Live-Demonstrationen zu sechs spannenden Themen näher. Seien Sie dabei, verpassen Sie nicht die Gelegenheit, die Mobilität von morgen live zu erleben! [itsweltkongress.hamburg](https://www.itsweltkongress.hamburg) [#ITSweltkongress](https://twitter.com/ITSweltkongress)



Like



Comment



Share



Further information on ITS World Congress 2021 in Hamburg



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