



BERLIN

JULY 17-19, 2024

Social Media Posts

Personalize these sample posts or use them as inspiration to create your own messages. You can use these posts across all social platforms: LinkedIn, Facebook, Instagram, and X (Twitter).

9 Helpful Hints for Posting

1. Develop a consistent posting schedule.
 2. Add an image that is relevant to the industry, your topic, or your expertise.
 3. Join like-minded communities.
 4. Interact with your followers on a regular basis.
 5. Use keywords in your posts and hashtags for searchability: #SIOR #CRE #SIORBerlin2024 #Berlin #Germany
 6. Be transparent – people want to know you on a more personal level.
 7. Focus on helping, not selling.
 8. Post original content 70% of the time; post content relevant to your followers' interests 20% of the time; and post self-promotional content 10% of the time.
 9. If you use Twitter, make replying and retweeting a habit.
 10. Tag @SIORglobal (X, Facebook, and Instagram) or SIOR Global: Society of Industrial and Office Realtors (LinkedIn Company Page) in all your posts.
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Sample Social Media Post Copy

- I'm thrilled to be attending #SIORBerlin2024 in #Germany this July alongside the best global #CRE brokers in the business. Join Me & Register at <https://bit.ly/SIORBerlin2024>.
- Experience the best networking, education, and business opportunities at SIOR's International Conference in #Germany. Register now at <https://bit.ly/SIORBerlin2024>. #SIORBerlin2024 #SIOR
- Forge powerful #connections at SIOR's International Conference this July 17-19 and connect with top #CRE professionals from across the globe. Join Me & Register at <https://bit.ly/SIORBerlin2024>. #SIORBerlin2024
- Gain valuable insights, hear from diverse keynotes, and explore the eclectic city of Germany this July. Find the full schedule of events at <https://bit.ly/SIORBerlin2024>. #SIORBerlin2024 #SIOR



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- Explore unparalleled #opportunities at SIOR's International Conference and surround yourself with the people, ideas and innovations that set the standard for excellence: <https://bit.ly/SIORBerlin2024> #SIORBerlin2024
- Move your career, and the industry, forward at SIOR's International Conference – the only event that brings together the world's most influential #CRE leaders. <https://bit.ly/SIORBerlin2024> #SIOR #alwaysmovingforward
- Embrace new horizons, create valuable connections, and achieve new business opportunities. This is the event you can't afford to miss! Register Now: <https://bit.ly/SIORBerlin2024> #SIOR #CRE #SIORBerlin2024
- If you're a CRE broker always pushing for better, you need to be at SIOR's International Conference this July in #Berlin. Would love to connect and share ideas. Register today to shape the future of #CRE. <https://bit.ly/SIORBerlin2024> #SIORBerlin2024 #SIOR
- Gain tactical knowledge, exclusive networking, & unlimited business opportunities at the industry's premier International Conference. Are you ready to experience it all? Sign up today: <https://bit.ly/SIORBerlin2024> #SIOR #SIORBerlin2024
- What are your favorite things to do in #Berlin? I can't wait to explore the culturally rich city of Berlin surrounded by a network of the most successful, elite, and respected #CRE leaders at SIOR's International Conference this July. Leave a comment with recommendations for what to eat, see and do while I'm there, and register at <https://bit.ly/SIORBerlin2024> to join me! #SIORBerlin2024 #SIOR
- Countdown to SIOR's International Conference! Only XX more days. Time is running out to register! Join Me & Register at <https://bit.ly/SIORBerlin2024>. #SIORBerlin2024 #SIOR