



## Social Media Guidance for Event Planners

Using social media can be a great way to help bring an event to life, allowing event planners to connect with their attendees and share useful information about the event experience.

When promoting an event at a hotel in the Hilton portfolio on social media, planners are encouraged to reference the Hilton EventReady with CleanStay program as a way to make attendees feel comfortable and confident about their upcoming event, and to help them better understand how events have changed in the current landscape.

Below is guidance for referencing Hilton EventReady on social media to ensure a great post and support your event!

- **DO** refer to the program name correctly: “Hilton EventReady” or “Hilton EventReady with CleanStay”. Note that both the E & R in “EventReady” and the C&S in “CleanStay” are capitalized, and there is no space in the words EventReady or CleanStay. You should refer to the entire program name “Hilton EventReady” or “Hilton EventReady with CleanStay” and not “EventReady” by itself. Never substitute one of our brand or property names for the word “Hilton” in the program name.
- **DO** feel free to tag @Hilton, the individual brand of the hotel where your event is taking place (e.g. @DoubleTree, @ConradHotels), and/or the specific hotel where your event is taking place in your social posts. We love hearing from you and seeing what you have to share!
- **DO** use #HiltonEventReady when posting to social media channels.
- **DO** feel free to include a link in your social posts to the Hilton EventReady website, so that attendees can better understand what to expect from their next event: <https://meetings.hilton.com/eventready>. In-language Hilton EventReady information is available at [hilton.com/cleanstay](https://hilton.com/cleanstay) then select your preferred language from the language selector at the top of the page. This is the URL you can share with your in-language post.
- **DON'T** tag Hilton CleanStay partners Lysol, Dettol, or The Mayo Clinic in your posts.
- **DON'T** forget to take photos of your event, including the Hilton EventReady with CleanStay relevant components. We're happy to help you get shots of specific event elements, like the Hilton EventReady meeting room seal, physical distancing signage, and our event room sets and food & beverage solutions, before your guests arrive for the event.
- **DON'T** worry if you have questions! Your event manager is always happy to help.