

# Leicester Business Festival 2022

## Sponsors' Social Media Tips

Picture this...

Social media posts with videos or images perform better. If you don't have any of your own images, use [Unsplash.com](https://unsplash.com) for high-quality imagery to illustrate your social media posts. Best of all, it's totally FREE.

### #UseAHashtag!

Hashtags allow your posts to be seen more widely - particularly on Instagram and LinkedIn. Please add one or both of our primary hashtags to your post:

#LeicesterBusinessFestival #LBF2022

If you can, add some other, relevant hashtags. For example:

#Leicester #Leicestershire #Business #LocalEconomy

Sharing is caring, tagging is terrific :)

Thanks for sponsoring this year's Leicester Business Festival. You are one of a range of sponsors, all of whom make the Festival possible and allow it to go from strength to strength every year.

Below are all of this year's sponsors' social media handles, so that you can tag your fellow sponsors into posts and encourage them to share, for an even bigger digital footprint!

Don't forget to tag [@LBFestival](https://twitter.com/LBFestival) on Twitter or [@Leicester Business Festival](https://www.linkedin.com/company/leicester-business-festival) on LinkedIn!

### Twitter

- De Montfort University: [@dmuleicester](https://twitter.com/dmuleicester)
- East Midlands Chamber of Commerce: [@EMChamberNews](https://twitter.com/EMChamberNews)
- Brewin Dolphin: [@brewindolphin](https://twitter.com/brewindolphin)

- Patterson's Commercial Law: [@PattersonsLaw](#)
- Everards: [@Everards1849](#)
- Midlands Engine Investment Fund: [@MidsEngInv](#)
- Highcross Leicester: [@Highcross](#)
- Voluntary Action Leicester: [@VALonline](#)
- Leicester Giving Day: [@LeicsGivingDay](#)
- University of Leicester Business School: [@uniofleicester](#)
- Sandcliffe: [@sandcliffe](#)
- Mattioli Woods: [@MattioliWoods](#)
- Lawson-West: [@LawsonWestLaw](#)
- British Business Bank: [@BritishBBank](#)
- Embark CSR: [@Embark\\_CSR](#)
- MemSaab: (n/a)
- Assured Energy: [@Assured\\_Energy](#)
- The Health Suite: (n/a)
- AMEX: [@AmexUK](#)
- STW:
- Amazon: [@AmzonUK](#)

## LinkedIn

- [De Montfort University](#)
- [East Midlands Chamber of Commerce](#)
- [Brewin Dolphin](#)
- [Patterson's Commercial Law](#)
- [Everards](#)
- [Midlands Engine Investment Fund](#)
- Highcross Leicester (n/a)
- [Voluntary Action Leicester](#)
- [Leicester Giving Day](#)
- [University of Leicester Business School](#)
- [Sandcliffe](#)
- [Mattioli Woods](#)
- [Lawson-West](#)
- BBB
- Embark CSR
- MemSaab
- Assured Energy
- The Health Suite
- AMEX
- STW
- Amazon

## Example posts

Below are a range of example posts for you to use to help promote Leicester Business Festival 2022. Where there is red text, please insert your own information.

### General Festival Posts:

Across seven years of the Leicester Business Festival, we have seen over 41,000 attendees coming from all over the country! Whether you are just attending an event or hosting on yourself, #LBF2022 is sure to widen your horizons and introduce you to new opportunities within the business community.

---

Did you know that 89% of businesses who have been involved with the Leicester Business Festival say that it has positively affected them and their business? #LBF2022 is a great opportunity for any business to network with the business community and grow!

---

Not sure of the benefits of hosting an event at LBF? Here are some of the top benefits to local independent businesses!

- Exposure
- Recognition
- Networking
- Revenue leads
- Brand loyalty

Find out more on our website and get involved!

<https://loom.ly/BH8SSiI>

---

Have you taken a look at the #LBF2022 live events calendar yet? We're really excited to see it filling up so fast with engaging and innovative events from local businesses! Take a look and see how you can get involved today!

<https://loom.ly/BH8SSiI>

---

At the Leicester Business Festival you can always expect events from a variety of sectors and themed around all different industries - so there's something for everyone! Check out the events taking place at #LBF2022 so far and see how you can get involved.

<https://loom.ly/BH8SSil>

---

### **Sponsor-specific posts:**

We're proud to sponsor #LBF2022, and help bring you the region's largest business festival! The #LeicesterBusinessFestival is one of the most hotly-anticipated events in #Leicester's business calendar, and this year promises to be better than ever!

Learn more: <https://loom.ly/BH8SSil>

---

We're sponsoring the #LeicesterBusinessFestival to give something back to our local #Business community. Over the last eight years, the festival has brought together people from all sectors of the local economy, and provided new opportunities for growth and investment.

Learn more: <https://loom.ly/BH8SSil>

---

We're hosting an event at #LBF2022! Our event is on **XXX (insert date)**, and will cover **XXX (insert description)**.

If you'd like to come along, register to attend now on the #LeicesterBusinessFestival ticketing site: <https://lbf2022.ticketleap.com/>

---

We're super excited about our #LBF2022 event, which will give attendees a greater insight into **XXX (insert brief description of what the event will cover)**.

Interested? Register to attend now via the #LeicesterBusinessFestival ticketing site: <https://lbf2022.ticketleap.com/>