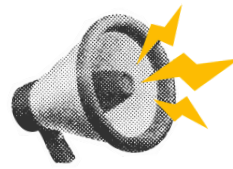




social media



AMPLIFICATION

Playbook



Everything you and your team need to do before, during and after your event video goes live — to maximise every view, share and connection.

PHASE 1 — BEFORE THE EVENT

JOIN THE RIGHT LINKEDIN GROUPS NOW

Every team member should join 3–5 LinkedIn groups where your ideal clients are active before the event. You need to be a member to post content into a group — so do this in advance.



Suggested groups: search Posidonia, Maritime Industry, Ship Management, Marine Technology, Offshore Energy on LinkedIn.

BUILD ANTICIPATION BEFORE YOU GO

Post a teaser in the days before the event — "We're heading to Posidonia and filming something special. Watch this space." Simple, human, gets the algorithm warming up before your video drops.



Include a behind-the-scenes story: packing, travel, arriving at the event. Phone footage is perfect for this.

GET PERMISSION TO TAG IN ADVANCE

Identify everyone who will appear in or be involved with the video. Reach out before filming and ask permission to tag them when the video goes live — and ask if they'd be willing to reshare.



Asking in advance means a faster, warmer response when the video drops. No chasing.

PHASE 2 — LAUNCH DAY

PUBLISH + PIN IMMEDIATELY

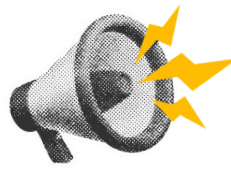
Post the video to your company LinkedIn page and pin it to the top of your profile the moment it goes live. First impressions count — make sure it's the first thing anyone sees when they visit your page.





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EVERY TEAM MEMBER RESHARES TO THEIR FEED

Each team member reshapes the video post to their personal LinkedIn feed with their own short caption — their take on the day, a personal memory, or a key insight. Personal posts reach audiences the company page never will.



Personal reshapes dramatically outperform company page shares on LinkedIn reach.

RESHARE INTO LINKEDIN GROUPS

Each team member also shares the video into the groups they joined in Hack 01. Groups and personal feeds are separate audiences — sharing to both doubles your reach without doubling your effort.



One share into your feed + one share into 3 groups = 4x the distribution from one piece of content.

TAG EVERYONE AND ASK THEM TO RESHARE

Tag all participants and contributors in the post with their permission. Send them a direct message on the day asking them to reshare with their own thoughts on the filming day or topic. Their network is your new audience.



Ask them to add their own insight or recollection — a personal caption gets far more engagement than a straight reshare.

WHOLE TEAM COMMENTS WITHIN THE FIRST HOUR

Every team member leaves a genuine comment on the company post within the first 60 minutes of it going live. Early engagement signals to the LinkedIn algorithm that this post is worth showing to more people.



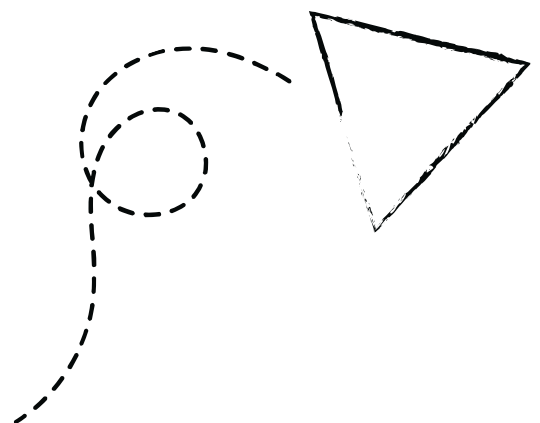
Comments beat likes every time for algorithmic lift. Make them thoughtful — one sentence minimum.

USE TARGETED HASHTAGS

Use 3–5 targeted hashtags — not generic ones. Think #Posidonia2025, #MaritimeIndustry, #ShipManagement plus one or two sector-specific tags relevant to your business. Niche hashtags reach the right people.



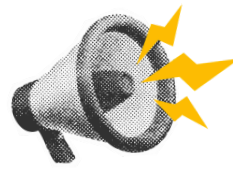
Avoid hashtag stuffing — 3 to 5 focused tags outperform 20 generic ones on LinkedIn.





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PHASE 3 — THE WEEK AFTER

QUOTE POSTS POINTING BACK TO THE VIDEO

Pull a memorable quote or insight from the video and turn it into a standalone quote post on LinkedIn and Instagram — with a link back to the full video on YouTube. Gives people a reason to click who missed the original post.

SHARE IN INDUSTRY COMMUNITIES

Post the YouTube link into any maritime Slack groups, WhatsApp industry chats, or online communities you're part of. Maritime has a surprisingly active online community — use it.

KEY TAKEAWAYS CAROUSEL

Turn three or four insights from the video into a carousel post. Carousels are LinkedIn's highest-reach format right now. Each slide = one takeaway. Final slide points back to the full video.



People who don't watch the video will engage with the carousel — and curiosity drives them back to it.

FEATURE IT IN YOUR NEWSLETTER

If you have an email list, send a dedicated newsletter featuring the video with a short personal note from your CEO or MD. Video in email dramatically increases click-through rates and reaches people who aren't on LinkedIn.

WRITE A BLOG WRAPPING UP THE EVENT

Publish a blog post on your website summarising your Posidonia experience — key moments, conversations, insights — and embed the video prominently. Great for SEO and gives the video a permanent home beyond social.



Share the blog link as a separate LinkedIn post. A text post with an external link reaches a different slice of your audience.

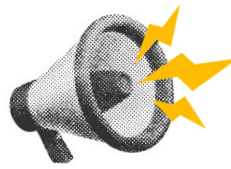
SAVE TO INSTAGRAM STORY HIGHLIGHTS

If Instagram is part of your mix, add the video or a short clip to a permanent Story Highlight on your profile. Stories disappear after 24 hours — Highlights keep your event content visible to every profile visitor forever.



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DM YOUR TARGET PEOPLE

Don't be shy to share the brand post as a DM to some of your target pipelines to show what you've been doing, inviting them to comment, but also a way of keeping that relationship warm.

PHASE 4 — ONE MONTH ON

PITCH TO INDUSTRY PRESS

If you have contacts at maritime trade publications or contribute to industry media, pitch a short guest article wrapping up your Posidonia experience — and embed the video. Editorial coverage gives your content a reach no social post can match.

THE "ONE MONTH ON" FOLLOW-UP POST

Four weeks after the video drops, post a follow-up — what happened since Posidonia? Deals done, conversations started, connections made. This extends your content life well beyond the initial launch and shows ROI in public.



This post often outperforms the original — it's real, it's human, and people love a story with a second chapter.

Quick Launch Checklist

- Video live on YouTube
- All team reshared into groups
- Hashtags applied (3-5 targeted)
- Blog written + video embedded
- One month follow-up post diarised

- LinkedIn groups joined by all team
- Carousel post scheduled
- Tags sent + reshare requests made
- Tagging permissions confirmed
- Company page post published + pinned
- All team commented within hour 1
- Quote post scheduled
- Newsletter sent
- Anticipation post published
- All team reshared to personal feeds