

THE SOCIAL & CONTENT PLAYBOOK

GET SOCIAL AT SCAFFEX

How to make the most of your brand,
your people and your content before,
during and after ScaffEx 2026.



You're going to ScaffEx?

Great, now let's make sure people know about it.

ScaffEx is one of the biggest opportunities in the scaffolding calendar to get your business and your people in front of the industry, build valuable relationships and raise your profile.

But your marketing opportunity doesn't start when you arrive at Manchester Central.

And it definitely doesn't end when you drive home.

This playbook is designed to help you make more of the event across your social channels, from the first announcement to the weeks afterwards.

Inside this document, you'll find:

- Before ScaffEx
- How to get started with Personal Branding
- Your content plan
- A ScaffEx content checklist
- How to stand out with wider content
- Further content suggestions
- How to think bigger
- Thoughts before you hit publish

Ready? Let's get social at ScaffEx.



Your ScaffEx Marketing Check-In.

Before you start posting, see how ScaffEx-ready your LinkedIn presence is. Tick off what you've done below, and score your socials at the end:

YOUR BRAND

- ☐ Is your LinkedIn company page up to date?
- ☐ Does your banner reflect what you currently offer?
- ☐ Is your About section clear?
- ☐ Is your website linked correctly?
- ☐ Have you shared that you're exhibiting at or attending ScaffEx?

YOUR PEOPLE

- ☐ Are your key team members active on LinkedIn?
- ☐ Are their profiles up to date?
- ☐ Do their headlines clearly explain what they do?
- ☐ Have they announced that they're attending?
- ☐ Are they connecting with other attendees?

YOUR CONTENT

- ☐ Do you have a plan for what you're posting?
- ☐ Do you know what you want to capture?
- ☐ Have you decided who will be responsible for filming?
- ☐ Do you have a mix of photos, video and written content planned?
- ☐ Do you have content planned for after the event?

YOUR SCORE

0-5

We'd strongly suggest booking time to work on your socials to get them ScaffEx ready.

6-10

Well done! You've got the basics covered, but you could be doing more.

11-14

You're nearly there. BUT there's still room for improvement.

15

Great - you're ScaffEx-ready!

Before ScaffEx.

Don't wait until you're at the event to start talking about it.

The week before ScaffEx is your chance to build anticipation, tell people where to find you and give them a reason to come and speak to you.

Our 1-week-to-go content checklist:

- Share that you're attending/exhibiting
- Share what you're looking forward to
- Get your team talking about the event
- Highlight something you'll be showcasing or discussing
- Connect with other attendees
- Book meetings before you arrive
- Tell people where to find you
- "One week to go"

The final few days:

- The countdown
- Last call to arrange meetings



Personal Branding.

Your company isn't the only thing people want to hear from.

ScaffEx is a brilliant opportunity for the people behind your business to be visible too.

Your MD, sales team, technical experts, marketing team and anyone attending can all contribute.

FIVE EASY PERSONAL BRAND POSTS

1. The anticipation post

"We're heading to ScaffEx next week. Here's what I'm looking forward to..."

2. The opinion post

"One thing I think we'll be talking about a lot at ScaffEx..."

3. The people post

"I'll be at ScaffEx with [names]. Come and find us at..."

4. The networking post

"If you're heading to ScaffEx, I'd love to catch up. Here's what I'm hoping to get out of the event..."

5. The prediction post

"My prediction for ScaffEx this year..."

DON'T HAVE A PERSONAL BRAND?

You don't need to suddenly become a LinkedIn influencer.

Start by showing up, sharing what you know and joining conversations.

Your Content Plan.

Don't just post when something happens.

Give yourself a plan before you arrive.

COMPANY PAGE

Before

Announcement
Product/service content
Team introduction
What to expect

During

Stand Tour
Demonstrations
Meet the Team
Daily Takeaways

After

Thank-you post
Highlights
Customer stories
What's next

PERSONAL ACCOUNTS

Encourage your team to share:

Before

"I'm going."

During

"Here's what I'm seeing."

After

"Here's what I've learnt."

Simple.

But much more interesting than posting the same company update five times.





CONTENT CHECKLIST.

Here are some content ideas for you to utilise across the two-day event. How many can you tick off?

- ☐ A team photo
- ☐ A customer conversation - with their permission
- ☐ A customer testimonial
- ☐ Product, service or expertise in action
- ☐ Behind the scenes
- ☐ Someone from your team talking to camera
- ☐ A photo with another exhibitor
- ☐ An unexpected moment
- ☐ Your biggest takeaway
- ☐ Someone you've been wanting to meet
- ☐ A photo outside the venue
- ☐ A video of your product/service in action
- ☐ A team member sharing one piece of advice

BONUS:

Get a member of your team to ask someone:
"What's the biggest thing you've noticed at ScaffEx this year?"

Record the answer.

You've just created another piece of content.

WANT TO STAND OUT?

Here are some ways to make your event content more distinctive:

Instead of:

"Great to catch up with John from XYZ."

Try:

"We finally met John from XYZ after six months of emails. We ended up talking about..."

Instead of:

"Come and see us at Stand 42."

Try:

"There's one thing we're demonstrating at Stand [number] that we've been waiting months to show people..."

Instead of:

"Great first day."

Try:

"We've been here for six hours. Three conversations have come up again and again..."

The difference?

You're giving people a reason to stop scrolling.

We recommend choosing one clear CTA per post, such as:

- Visit us at Stand [number]
- Book a meeting
- Ask us about [topic]
- Watch the demonstration
- Download the guide
- Follow the page for event updates



Your Phone Is Enough.

You don't need a production crew to create good event content.
Some of your best content will probably be captured on someone's phone.

Stuck for something to film?

Ask your team these questions and hit record.

FOR YOUR EXPERTS:

"What's the biggest mistake you see in our industry?"
"What's one thing people misunderstand about what we do?"
"What's changed most in the industry over the last few years?"

FOR YOUR SALES TEAM:

"What's the question you've been asked most today?"
"What are customers most interested in?"

FOR YOUR LEADERS:

"What are you hoping to get out of ScaffEx?"
"What's the biggest opportunity for the industry right now?"

PRACTICAL TIPS:

Clean your camera lens before filming.

Film vertically for LinkedIn/mobile use

Face a light source for best quality

Move to somewhere quiet for interview style content.

Don't Limit Yourself.

Your content doesn't have to stay on your own channels.

One of ScaffEx's biggest opportunities is the chance to connect and create content with people from across the industry.

THINK BEYOND YOUR OWN BUSINESS.

Take a photo with:

- A supplier
- A customer
- Another exhibitor
- Someone you've worked with
- Someone you've just met
- Someone you follow online

Tag them.

Start a conversation.

Share their post.

Comment on their content.

The aim isn't just to broadcast that you're at ScaffEx.

It's to actually be part of the conversation.





GO GET SOCIAL.

Before you hit publish...

Ask yourself:

Would I stop scrolling for this?

Does it actually say something?

Is there a person behind it?

Does the image/video add anything?

Would someone outside our company care?

Have we tagged the relevant people?

Is there a reason for someone to comment?

If the answers are mostly yes...

Post it.

NOW, GO GET SOCIAL.

ScaffEx gives you the room.

Your job is to make the most of it.

Before. During. After.

We'll see you at ScaffEx.



Want a Second Opinion?

If you've worked through the playbook and want someone to take a look at your current social presence or help you prepare for future events, Petite Agency can give you a social audit.

Book a free 15-minute Discovery Call with our Founder, Sophia, by emailing: sophia@thepetiteagency.co.uk