



LinkedIn Orange Hashtag Challenge

THE CONCEPT

#PurePartnerSummit23

We aim to use the power of community engagement to generate awareness for Pure our Partner Summit on LinkedIn by getting audiences to actively and joyfully engage with our message.

- Using the Hashtag **#PurePartnerSummit23** AND wearing an **orange Accessoire** on LinkedIn to drive engagement in the German/Austrian Pure Partner community.
- The LinkedIn Hashtag Challenge starts with the event on Wednesday 28th March and ends on Thursday 29th March 2023.
- The hashtag will be tracked & the person with the most published LinkedIn posts will win the competition.
- The winner will be announced at the event closing at STOCKs location.



HOW TO MAKE THE CHALLENGE A SUCCESS

- We need to **communicate at the beginning of the event** about the LinkedIn Hashtag Challenge that anyone can participate.
 - Banners → should be branded with our # and a short challenge description.
 - Presentations → should all contain the #
 - Puritans → should motivate the partners to participate
- Give the partners **posting ideas**: Evening event, key notes, deepdive sessions, networking & roller coaster
- As an incentive to participate, a great prize will be offered: **BOSE headphones**

