

World Wide Convention Attendee Social Media Guide



McDonald's Worldwide Convention brings together Owner/Operators, Suppliers and Employees for week of reconnecting, engagement, networking and learning new ideas and best practices to Accelerate the Arches.

This year, we want to share the magic of our McFamily Reunion with the world and we need your help. This guide provides instructions and guidance for promoting WWC on your personal social media account(s).

Channels to Follow



LinkedIn

[McDonald's](#)



Instagram

[@McDonaldsCorp](#)



Twitter

[@McDonaldsCorp](#)



TikTok

[@McDonalds_corp](#)

WWC Hashtag

#WWC24

Best Practices

- Follow our corporate accounts outlined in previous slide.
- Share and engage with posts from corporate channels and other WWC attendees (comment, like, share).
- Follow and use the appropriate hashtag (#WWC24) to assist with visibility, helping corporate identify content to engage with and amplify.
 - #McFamily is not an official hashtag of the event, but use where appropriate to promote our familial love.
 - Click for instructions for following hashtags on [Twitter](#), [Instagram](#), [TikTok](#) or [LinkedIn](#).
- McDonald's employees must identify themselves as such by adding #McDemployee to all posts.
- Tag McDonald's accounts, peers, partners, etc. where applicable.
 - Credit (identify) presenters by name or social profile when quoting on social media.
- Include photos or videos to help encourage your followers to engage with your posts.
- Be respectful in tone and content in your social media posts—remember that your followers will consider you an unofficial representative of McDonald's and your posts can live forever.

Best Practices Don'ts

- Avoid mentions of celebrities – If our celebrity collaborations are mentioned during a general session or Fred Talk, it is recommended to avoid mentioning any celebrities in your social posts.
- Don't post any proprietary information – while our general sessions and Fred Talks will include public information, avoid posting any proprietary information that may be shared in private conversations and meetings.
- Don't Post derogatory, demeaning, inflammatory, offensive, disrespectful, hateful, or otherwise inappropriate comments towards other attendees, McDonald's employees or the McDonald's brand; don't engage in rudeness or personal attacks.
- Don't use flash or block attendees view of presenters when capturing photos/videos during general sessions and Fred Talks.

CAUTION

Attendees should not share any details of the Experience Floor prior to it's opening, after the first general session

Social Media Content Opportunities

All Attendees

- Instagram-able moments
- Interaction with attendees
- Reconnection with colleagues and peers
- Stand-out quotes from Fred Talks and General Sessions
- Family events (Closing ceremony, etc\pl/.98)

Leaders

- Networking, reconnecting with attendees
- Re-cap presentations if speaking

Exhibitors

- Showcase can be learned or seen in booth
- Attendees looking engaged at booth
- Adhere to the guidelines provided in the WWC UGC Content Considerations guide

QUESTIONS?

Contact:

Sonia Summers

sonia.summers@us.mcd.com

773-379-8187

