



**October 29 – November 2, 2018  
Nashville, TN**

## **Social Media Tips & Best Practices**

Engaging in social media will help you build relationships with your audience prior to the event, extend the duration and impact of your presentation and help grow your community and organization/business.

### **Tips and Best Practices**

- ✓ Be sure to use the official EMS World Expo hashtag, #EMSWorldExpo2018, and encourage your audience to use the event hashtag.
- ✓ Connect with people via Twitter and LinkedIn ahead of time using the event hashtag. This way you'll have "friends" in the audience before you even start!
- ✓ Begin to promote as soon as you learn you'll be speaking. Increase frequency 1-2 months prior to the event to really build excitement.
- ✓ Include photos and videos, especially the day of the event. Examples include:
  - taking a "selfie" of yourself in front of EMS World Expo signage
  - photo or video of classroom full of attendees
  - 20 second video of yourself discussing what attendees will learn during your presentation
- ✓ Include your Twitter handle on your presentation slides
- ✓ To save time, use a platform such as [Hootsuite](#) (free), to schedule your posts/tweets in advance.

### **Facebook Examples**

- (Pre-event) Don't miss my session on {insert session name} at #EMSWorldExpo2018 in Nashville on {insert date}. Register today at EMSWorldExpo.com

- (Pre-event) Are you planning on attending #EMSWorldExpo2018 in Nashville? You won't want to miss my lecture on {insert topic}! Register today at EMSWorldExpo.com
- (Pre-event) I'll be speaking at #EMSWorldExpo2018 in Nashville from Oct. 29-Nov. 2. Attend my session, {session name}, to learn about {insert key takeaway from presentation}. Learn more at EMSWorldExpo.com
- (During event) I'm getting ready to speak about {insert topic} at #EMSWorldExpo2018. Hope to see you in {insert room #}!
- (During event) Plan on attending my lecture on {insert topic} at #EMSWorldExpo2018 on {insert date/time}. It will be {insert adjective}!
- (Post-event) I had a great time at #EMSWorldExpo2018! Thanks to all who attended my lecture on {insert topic}!  
{Attach a photo of the classroom of attendees}
- (Post-event) Thanks to #EMSWorldExpo2018 and everyone who attended my session!  
Looking forward to 2019!