

Social Media Toolkit

Institute & Expo 2019

Twitter, Facebook, and LinkedIn are great ways promote your participation at AHIP's conferences. Help us spread the word by sharing the content below.

For any conference-related social media posts, please use the associated hashtag **#AHIPInstitute**. This will help us identify your message and retweet it through AHIP's social accounts so our followers get the chance to see your message.

The event webpage can be found [here](#).

Below are a few sample social posts to help your communications team get started. Please feel free to customize these examples for your own use.

Sample Tweets

- Don't miss my session **[date]** to learn **[topic]**
- Excited to share insights on **[topic]** at #AHIPInstitute
- See you in Nashville at #AHIPInstitute? Come and hear **[@speaker]** discuss **[topic]**
- What's next for health care? Join the conversation at #AHIPInstitute & Expo, June 19-21 in Nashville.

Sample LinkedIn & Facebook Posts

- Thrilled to be at AHIP's Institute & Expo! My session will be on **[topic]**. Come join the discussion at #AHIPInstitute **[link]**
- Heading to Nashville for #AHIPInstitute & Expo? **[Company name]** is excited to be a part of this event. **[link]**
- I'm at AHIP's Institute & Expo in Nashville, where I'll be talking **[topic]**. #AHIPInstitute **[link]**
- **[Name]** will be speaking at AHIP's Institute & Expo on **[date]**. Don't miss their session **[title]**! Look here for info: **[link]**

AHIP Education LinkedIn Group

Posting to the [AHIP Education LinkedIn](#) group is another great way to help start conversations (e.g., As I plan my presentation on **[topic]** for #AHIPInstitute, what three things keep you up at night?).

We envision this group as a place where speakers and participants can network before and after the conference.

Other Resources

Assets: We're trying to highlight interesting content by our speakers and their organizations—infographics, articles, blog posts, videos—if you have any assets that are relevant to the issues you may address, please let us know and we can help promote them.

Media: Are there any notable media appearances or quotes we can use in promoting you?

Testimonial: Would you be interested in recording a short video about the two most important things you'd like people to take away from your session, or why you're excited about the event, which we would promote across all our social channels?