

Social Media Toolkit

National Health Policy Conference & National Conference on the Individual and Small-Group Markets

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 **#AHIPPolicy** or **#AHIPMarkets**. 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 webpages can be found [here](#) and [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 #AHIPPolicy session [date] to learn [topic]
- Excited to share insights on [topic] at #AHIPMarkets
- At #AHIPPolicy in DC? Come and hear [@speaker] discuss [topic]
- Catch our [@speaker] talk [topic] at #AHIPMarkets
- Uncover key policy issues facing the industry at #AHIPPolicy in DC
- What's next for health care? Join the conversation at #AHIPPolicy Conference, March 13-14 in DC

Sample LinkedIn & Facebook Posts

- Thrilled to be in DC at AHIP's National Health Policy Conference! My session will be on [topic]. Come join the discussion at #AHIPPolicy [link]
- Will I see you in DC at #AHIPMarkets? [Company name] is excited to be a part of this event. [link]
- I'm at AHIP's National Policy Conference in March. Come and hear me talk [topic]. #AHIPPolicy [link]
- [Name] will be speaking at AHIP's National Conference on Individual and Small-Group Markets 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 #AHIPMarkets, 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 putting together a short blurb or record a short video about the two or three 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?