



## SPEAKER SOCIAL MEDIA GUIDE

If you are on Facebook please like [The Healthcare Facilities Symposium & Expo](#). If you are on Twitter please following us at [@hcarefacilities](#) and email your handle to [jenabeth@jdevents.com](mailto:jenabeth@jdevents.com).

A sample tweet could be : [INSERT SPEAKER NAME] is presenting on #[INSERT TOPIC] during @hcarefacilities Symposium 2024. Hope to see you at #HFSE #HFSE24

Promote your expertise, create awareness of your session, incite interest and generate registration through your social media networks. Provide interesting facts or tidbits of information that you will be teaching. Don't give everything away, but a good tease or two can get people interested.

Remember to include how to register and where to get more information related to your session in every post. It is recommended to create short links through one of the many link shortening websites including bit.ly or goo.gl. Don't forget as a speaker you can offer at 15% discount using code MYGUEST.

Incorporate during your session

- Keep students engaged long after the course is over. Include social network icons and also the URLs to your social networks on your contact/about slide.
- If you are encouraging the use of twitter during your session, provide your username, the Show hashtag (#) and any other tags on your slides to streamline discussions.
- The official Show hashtag is #hfse.

Create a save the date event that includes the time and topic of your course and allow people to add it to their social calendars.

### Posting Frequency

There is a lot of noise and a continuous stream of information being posted. It is good to put out reminders (once a week) to catch those fans/followers that may have missed previous updates. But remember you should also be posting about other topics as well. It is recommended to keep promotional posts to 20%. Too much self-promotion can be seen negatively.

Simple rule of thumb: For every five posts, only one about me.