



2025 SPEAKER SOCIAL MEDIA GUIDE

Connect with Us

- **Facebook:** Like The Healthcare Facilities Symposium & Expo page.
- **LinkedIn:** Connect with us on LinkedIn and join the conversation.

Sample Social Media Post

- **LinkedIn/Facebook:** "Excited to present on [INSERT TOPIC] at the Healthcare Facilities Symposium & Expo 2025! Join me at #HFSE #HFSE25 for insights and discussions. Register now: [shortened link]"

Promote Your Session

- **Highlight Your Expertise:** Share interesting facts or tidbits about your session. Tease key points to generate interest without giving everything away.
- **Include Registration Info:** Always include how to register and where to get more information about your session. Use link shorteners like bit.ly for cleaner links.
- **Discount Code:** As a speaker, you can offer a 15% discount using code MYGUEST.

During Your Session

- **Engage Attendees:** Include social media icons and URLs on your contact/about slide to keep attendees engaged after your session.
- **Encourage Live Tweeting:** Provide your Twitter handle, the official Show hashtag (#HFSE), and any other relevant tags on your slides to streamline discussions.

Save the Date

- **Event Reminder:** Create a "save the date" event with the time and topic of your session. Allow people to add it to their social calendars.

Posting Frequency

- **Regular Updates:** Post reminders once a week to catch those who may have missed previous updates. Balance promotional posts with other content, keeping self-promotion to about 20%.
- **Rule of Thumb:** For every five posts, only one should be about your session.

Have Fun!

- **Enjoy the Process:** Teach, educate, and share your expertise. Have fun and contribute to the growth of our industry.

If you have any questions, please contact:

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