



## SOCIAL MEDIA

Here are some tips to use your social media profiles to promote your participation in the ISHLT 2024 Annual Meeting & Scientific Sessions in Prague.

- **Use a variety of social networks.** Facebook, Twitter, LinkedIn, Mastodon, and Instagram can all be useful platforms to reach people who would be interested in seeing your presentation at ISHLT2024, but feel free to use any social network where you connect with colleagues.
- **Be specific.** Be sure to tell your audience what your session is about and when you'll be presenting.
- **Share the latest news.** Follow ISHLT on [Twitter](#), [LinkedIn](#), [Instagram](#), and [Facebook](#), and share any interesting content, articles, or event updates.

## SAMPLE SOCIAL MEDIA POSTS

Consider adapting these sample posts to help promote your session at ISHLT20234 Be sure to customize the messaging with your session information—and of course, feel free to go your own direction and put your own creative spin on these posts.

Feel free to use the graphics that come along with this promotional kit as part of these posts. Social media posts with graphics typically perform better than those without!

Please follow ISHLT on [Twitter](#), [LinkedIn](#), [Instagram](#), and [Facebook](#), tag us in your posts, and use the hashtag #ISHLT2024 in your posts about the event.

### TWITTER

- I'm presenting at #ISHLT2024! Attend my presentation on [TOPIC] on XX April at XX:XX a.m./p.m. CET. Visit [www.ishlt.org/ishlt2024](http://www.ishlt.org/ishlt2024) to register. @ISHLT
- Come see me present a paper/abstract on [TOPIC] at #ISHLT20234 My talk is XX April at XX:XX a.m./p.m. CET. Register at [www.ishlt.org/ishlt2024](http://www.ishlt.org/ishlt2024). @ISHLT

### FACEBOOK OR LINKEDIN

- I'll be presenting a paper/abstract/symposium on [TOPIC] at the #ISHLT2024 Annual Meeting! The session is entitled [NAME OF SESSION] and will be on XX April at XX:XX a.m./p.m. CET. Register at [www.ishlt.org/ishlt2024](http://www.ishlt.org/ishlt2024).



- #ISHLT2024 is coming up soon! I've been invited to speak about [TOPIC] on XX April at XX:XX a.m./p.m. CET. I hope you'll be able to attend — visit [www.ishlt.org/ishlt2024](http://www.ishlt.org/ishlt2024) to register.