



## SOCIAL MEDIA

Here are some tips to use your social media profiles to promote your participation in and support of the ISHLT 2022 Annual Meeting and Scientific Sessions.

- **Use a variety of social networks.** Facebook, Twitter, LinkedIn, WhatsApp and Instagram are all useful platforms to reach the audience that attends ISHLT2022.
- **Be specific.** Be sure to tell your audience exactly how you're participating in the meeting. If you're holding an industry symposium, tell them when. If you're sponsoring a key item like the WiFi or a reception, let them know! The more they know, the more likely they are to seek you out during the meeting or respond to your outreach.
- **Share the latest news.** Follow ISHLT on [Twitter](#), [LinkedIn](#), [Instagram](#), and [Facebook](#), and share any interesting content, articles, or event updates.
- **Get a boost.** Be sure to use the #ISHLT2022 hashtag and tag ISHLT's social media accounts in your posts. If we see your posts, we can share them!

## SAMPLE SOCIAL MEDIA POSTS

Consider adapting these sample posts to help promote your participation in ISHLT2022. Be sure to customize the messaging and put your own creative spin on these posts. Please do follow ISHLT on [Twitter](#), [LinkedIn](#), [Instagram](#), and [Facebook](#), tag us in your posts, and use the hashtag #ISHLT2022 in your posts about the event.

**NOTE:** Need to shorten links? Some social media platforms will do it for you automatically. If they do not, visit [www.bitly.com](http://www.bitly.com) to copy and paste a long URL into the space provided.

### TWITTER

- [COMPANY NAME] is a proud supporter of #ISHLT2022! We're holding an industry symposium on XX April at XX:XX a.m./p.m. EDT. Visit [www.ishlt.org/ishlt2022](http://www.ishlt.org/ishlt2022) to register. @ISHLT
- We are proud to support the #ISHLT2022 Annual Meeting this April. Visit us on the Exhibit floor at booth XXX or join our Networking Event on XX April at XX:XX a.m./p.m. Register at [www.ishlt.org/ishlt2022](http://www.ishlt.org/ishlt2022). @ISHLT



#### FACEBOOK OR LINKEDIN

- [COMPANY NAME] is a proud supporter of the #ISHLT2022 Annual Meeting this 27-30 April. We'll be holding an industry symposium session [ON TOPIC or IN COLLABORATION WITH XYZ] on XX April at XX:XX a.m./p.m. EDT. You can register to attend the meeting at [www.isHLT.org/isHLT2022](http://www.isHLT.org/isHLT2022).
- #ISHLT2022 is all virtual, and it's coming up soon! We're proud supporters of the event, and you can visit us on the Exhibit floor at booth XXX. We're also sponsoring the [ITEM OR EVENT] and can't wait to see you there. Visit [www.isHLT.org/isHLT2022](http://www.isHLT.org/isHLT2022) to register.