

THE SCIENCE OF TOMORROW STARTS **TODAY**

SPEAKER, POSTER PRESENTER, MODERATOR, EXHIBITOR / SPONSOR

PROMOTIONAL TOOLKIT



atcmeeting.org / [#ATC2023SanDiego](https://twitter.com/ATC2023SanDiego)

Your Social Media Toolkit for #ATC2023SanDiego

- Thank you for participating in **ATC 2023 San Diego**! We have put together this social media toolkit to help you promote your content and presence at ATC 2023 San Diego.
- Throughout this toolkit, you'll find important text and examples suitable for all social media channels. Use the tools provided **to reach a wider audience** as a speaker, poster presenter, moderator, and exhibitor / sponsor while helping promote this year's ATC meeting.
- **Let's get started!**

Please read through this instructional toolkit for full details.



ATC2023 SAN DIEGO, CA • JUNE 3-7, 2023
SAN DIEGO CONVENTION CENTER

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LET'S CONNECT!

Connect on Social Media

- First, follow ATC on the social media channels below so you can stay up to date and share ATC posts with your followers and colleagues.



facebook.com/ATCMeeting



twitter.com/ATCMeeting



instagram.com/atcmeeting/



linkedin.com/company/american-transplant-congress/

The Official Hashtag

When promoting your session(s) or posting about ATC on social media, remember to use the official hashtag for the 2023 ATC meeting in all your posts:

#ATC2023SanDiego

Important Industry Hashtags & Handles

HASHTAGS:

#ATC #ASTS #AST

#americantransplantcongress

#transplantation #transplant

#transplanttwitter

#science #research #abstract

HANDLES:

@ATCMeeting

@ASTSChimera

@AST_info

@amjtransplant

Important Links

When posting on social media be sure to include the following links:



atcmeeting.org



atcmeeting.org/registration



atcmeeting.org/scientific-program-0



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PROMOTING YOUR INVOLVEMENT

Promote your involvement in #ATC2023SanDiego

- The following slides give you a roadmap to promote **ATC 2023 San Diego** through both personal promotion and ATC promotion.
- How to get started:
 - Download your exclusive ATC 2023 social media images here: atcmeeting.org/social-media
 - Copy the text next to the graphic on the following slides and customize based on your involvement
 - Don't forget to tag ATC and include any additional relevant hashtags
 - **Publish!**
 - Interact with those who like, share, and comment on your posts

Copy the text, customize language in *red*, and publish to your social media channels by the suggested dates.



Announce Your Participation

I'm excited to announce that I will be **[presenting/moderating/exhibiting]** at #ATC2023SanDiego! Join me on **[DATE]** to learn more about **[presentation topic/session/exhibit booth info]**. Register at atcmeeting.org

Insert Speaker, Moderator, Poster Presenter, Exhibitor, or Sponsor Graphic.



Post Anytime

Join the best and brightest in the #transplantation field (including yours truly!). I'll be **[presenting/moderating/exhibiting]** **[presentation topic/session/exhibit booth info]** at #ATC2023SanDiego on **[DATE]**. Learn more and register → atcmeeting.org

Copy the text, customize language in red, and publish to your social media channels by the suggested dates.



Post by May 29, 2023

We're one week away from #ATC2023SanDiego! Join me on [DATE] to learn more about [PRESENTATION TOPIC]. Register at atcmeeting.org



Post the day of presentation / session / exhibition

Today is the day! Join me at [DATE, TIME, LOCATION] for my [presentation or session] on [SESSION or PRESENTATION TITLE]. See you there! #ATC2023SanDiego

Insert Speaker, Moderator, Poster Presenter, Exhibitor, or Sponsor Graphic.

Help Spread Awareness of ATC 2023



Option 1 *(post before May 3, 2023)*

I am excited to be a part of #ATC2023SanDiego this year! What are you looking forward to most at ATC 2023? atcmeeting.org



Option 2 *(anytime)*

Have you registered for #ATC2023SanDiego? I'm most looking forward to [example: networking and collaborating] with my fellow transplant colleagues.