

SOCIAL MEDIA TIPS

- Begin promoting as soon as your speaking session is confirmed to build excitement about your participation in the 2025 ACVIM Forum.
- Plan your presence at the ACVIM Forum. Will colleagues or support staff attend with you? Coordinate their involvement in creating or sharing social content. Even those at the office can contribute to social engagement during the conference.
- Increase your promotional efforts one month before the conference. Share posts inviting your audience to attend and highlight what you'll be sharing during your session.
- Cross-promote with fellow speakers or panelists. Amplify your reach by tagging and engaging with their posts.
- Use a conversational tone in your posts to connect authentically with your audience. Reply to comments, answer questions about your session, and thank attendees for their participation.
- Post a follow-up after the session summarizing key takeaways from your session and thanking attendees for their support.
- Encourage attendees to share their experience of your session by tagging you and using the hashtag '#2025ACVIMForum'.
- Host a live Q&A session or webinar before the conference to discuss your session topic and engage with potential attendees.