



Making the most of your social media profile at CHLA/ABSC 2019

Welcome, and thank you for your contribution to our annual conference! We encourage exhibitors and sponsors to make the most of their social media profiles while at CHLA/ABSC 2019 in Ottawa. Here are some tips to amplify your Twitter and Instagram engagement numbers (likes, retweets/shares, link click throughs, etc.):

- 1) Use our conference hashtag: #chlaabsc19. Many of our delegates will be following the hashtag while at the conference, and even more are following at home. We also recommend using the hashtags #canmedlibs and #medlibs.
- 2) Tag the conference Twitter (or Instagram) account in your posts with @chlaabsc19. Though we may not be able to retweet all the Tweets we are tagged in, it's the best (and easiest) way to get our attention and a retweet.
- 3) Include an image in your Tweet. Images are eye-catching on a Twitter feed, and often lead to higher engagement. The images could be your logo, a picture of your booth, swag, and any prizes you have to raffle. Animated GIFs are also encouraged - have fun with it!
- 4) Include your booth number and location, as well as any information on your sponsored events (date/time, etc.) in any/all Tweets. We will not be Tweeting about locations of booths, so let our delegates know where you are.
- 5) Participate in prize draws and have those entry tickets at your booth. An easy way to drive traffic to your booth is with good swag and prizes - take advantage of the hashtag to let people know what you have for them.

The very, very short list of "please do nots"

- 1) Do not release the names or social media handles of delegates at your booth/event without expressed verbal consent.