



SEPT. 26-29 | VANCOUVER | CANADA

## Use Social Media to Promote Your Session

AOPA encourages National Assembly speakers to utilize their social networks before, during, and after the event to help market their session and gain exposure as an expert on this topic. Below you will find tips and examples to help you jump-start your individual social media strategy. We've also included a list of social media channels where AOPA is active. We look forward to your participation at the 2018 National Assembly.

**Official Hashtag #AOPA2018**

Please include the official hashtag (#AOPA2018) each time you post a message that pertains to AOPA or the National Assembly to make it searchable.

### Sample Posts

- I'm excited to announce that I've been selected to speak at the 2018 AOPA National Assembly on <topic>! Check out my recent post on the topic! #AOPA2018
- Join <co-presenter's name> and me as we present <topic> at the 2018 AOPA National Assembly! #AOPA2018
- <Ask a question relating to your sessions topic>? Learn \_\_\_\_\_ at my 2018 AOPA National Assembly session! #AOPA2018
- <Link to a recent article on your topic.> <Make a statement about your topic>! Join me this September to learn \_\_\_\_\_ at AOPA's 2018 National Assembly. #AOPA2018
- I'm headed to Vancouver, Canada to speak about <topic> at the 2018 AOPA National Assembly...I hope to see you there! #AOPA2018

### Tips

Many times when using social media you not only want to shrink a link, but you also want to be able to track the number of people who have checked the link. If you are posting to social media, consider creating a free [bit.ly.com](http://bit.ly.com) account so you can do both.

Include a photo! Whether it's one from the event website or one you take of the speakers, posts with images generate 53% more engagement than those without. You can download our event logos by visiting [bit.ly/2018logo](http://bit.ly/2018logo).

During the National Assembly, make sure to download our app, AOPA 365 and then post on the activity feed to create buzz for your presentation.

**Connect with AOPA—we are only a click away!**



AOPA 365 app

<https://itunes.apple.com/us/app/aopa-365/id1023291318?mt=8>

<https://play.google.com/store/apps/details?id=com.tripbuilder.aopa2015&hl=en>



[www.facebook.com/AmericanOandP](http://www.facebook.com/AmericanOandP)



[www.twitter.com/AmericianOandP](http://www.twitter.com/AmericianOandP)



[www.instagram.com/americian\\_oandp](http://www.instagram.com/americian_oandp)



<https://www.linkedin.com/company-beta/1065340/>



<https://plus.google.com/communities/108139507722951878678/>



<https://www.youtube.com/channel/UC3xaO2PV9w-mULMjjJs0d6w>

**Have questions? AOPA staff is here to help.**

Lauren Anderson, Manager of Communications [landerson@AOPAnet.org](mailto:landerson@AOPAnet.org)

Ryan Gleeson, Assistant Manager of Meetings [rgleeson@aopanet.org](mailto:rgleeson@aopanet.org).