



AAOP2024 Social Media Toolkit

Thank you for joining us for the 50th Academy Annual Meeting & Scientific Symposium March 6–9, 2024, in Chicago, Illinois.

For 50 years, the Academy Annual Meeting & Scientific Symposium has served as the nucleus of O&P continuing education, community, and connection. This year will be no exception! Thousands of O&P practitioners, academics, researchers, and industry partners will gather in Chicago to explore emerging topics in O&P patient care, connect and collaborate with leading subject matter experts, and learn about the latest methodologies and research to bring back to your clinics and communities.

Please help us continue to generate buzz about this momentous event! This toolkit contains sample messages and graphics you can share on various social media platforms to show your excitement, as well as an opportunity to join our **#FirstMeetingMemories** campaign. Feel free to customize, but don't forget to use the official conference hashtag: **#AAOP2024**

Connect with us on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#), and tag us in your posts!

Social Media Handles

- @AmericanAcademyofOandP on Facebook and Instagram
- @AcademyofOandP on X
- On LinkedIn, type "@" and then begin typing "American Academy of Orthotists and Prosthetists." Click "American Academy of Orthotists and Prosthetists" from the list of organizations.

Event Details

50th Academy Annual Meeting & Scientific Symposium (In-person event)

March 6–9, 2024

Chicago, Illinois

www.academyannualmeeting.org

Social Media Tips

- Follow the Academy on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#) to stay up-to-date on everything leading up to the Annual Meeting.
- Tag your posts with the official Academy Annual Meeting hashtag: **#AAOP2024**
- Whenever possible, tag the Academy in your posts, using the handles above.
- Add additional hashtags relevant to your network, specialty, or topic of interest.

#FirstMeetingMemories Campaign

When was your first Academy Annual Meeting? Join us in commemorating the 50th Annual Meeting by sharing your #FirstMeetingMemories. Your experiences will help illuminate the collective impact of the O&P community and the evolution of the field over the last 50 years.

- What to Post:
 - Share your first Academy Annual Meeting experience.
 - Explain what motivates you to attend year after year.
 - Tell us how these meetings have influenced and shaped your career in O&P.
 - Is there one anecdote or takeaway from an Annual Meeting that sticks with you?
- What to Include:
 - Photo if you have it!
 - Tag your post with #FirstMeetingMemories and #AAOP2024
- Where:
 - Your preferred social channel or email us at info@oandp.org

Other Example Posts

Attendees

- It's the 50th Academy Annual Meeting and we're headed to Chicago! Mark your calendar for the most comprehensive learning experience and trade show for O&P professionals. Learn more and register at academyannualmeeting.org #AAOP2024 #OandP
- I'm excited to be joining my #orthotics and #prosthetics colleagues and friends at the 50th Academy Annual Meeting & Scientific Symposium. Join us! academyannualmeeting.org #AAOP2024 #OandP
- Looking forward to connecting with colleagues and friends at the 50th Academy Annual Meeting & Scientific Symposium. Hope to see you there! Learn more and register at academyannualmeeting.org #AAOP2024
- [X] days until #AAOP2024! Who else will be there? Let's connect! academyannualmeeting.org #AAOP2024

Presenters

- I'm presenting at #AAOP2024! Be sure to check out my session at [time] on [date] to learn about [topic]. academyannualmeeting.org
- I'm excited to speak at 50th Academy Annual Meeting & Scientific Symposium on [date] about [topic]. Have you registered? You won't want to miss this one. Learn more and register: academyannualmeeting.org
- [X] days until #AAOP2024! I'm looking forward to speaking about [topic] on [day]. Join me: academyannualmeeting.org
- Are you attending #AAOP2024? My session on [topic] is today at [time]. Hope to see you there! academyannualmeeting.org

Exhibitors

- We're excited to join [tag AAOP] at the 50th Academy Annual Meeting and Scientific Symposium! We hope to see you there. Visit us at booth [x] in the Exhibit Hall! academyannualmeeting.org
- We can't wait for #AAOP2024, hosted by [tag AAOP]. Join us in Chicago for the most comprehensive learning experience and trade show O&P professionals. Find us at booth [x] in the Exhibit Hall. See you there! academyannualmeeting.org
- [X] days until #AAOP2024! We're excited to connect with O&P professionals from around the country and across the globe. Visit us at booth [x] in the Exhibit Hall! academyannualmeeting.org
- Are you attending #AAOP2024? Find us at booth [x] in the Exhibit Hall. Hope to see you there! academyannualmeeting.org

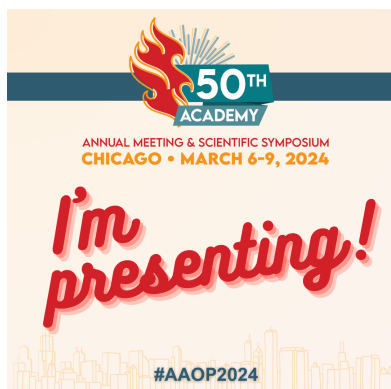
Social Media Graphics

Click on the images below to access graphics for each social media channel.

[Attendees](#)



[Presenters](#)



[Exhibitors](#)

