Exhibitor and Attendee Social Media Toolkit

Thank you for joining us at the 49th Academy Annual Meeting & Scientific Symposium March 1–4, 2023, in Nashville, Tennessee. **AAOP2023** brings together hundreds of O&P practitioners, academicians, researchers, and industry partners to explore and collaborate in an enriching and interactive environment. Whether you attend in person or online, you'll gain new ideas and strategies, challenge your thinking, and expand your network of professional colleagues. Let's learn, share, and advance TOGETHER.

Please use the tips and sample messages in this toolkit to help generate buzz about your participation in the Academy Annual Meeting & Scientific Symposium. Copy and paste any of our social media messages or customize them to meet your specific needs.

The official conference hashtag: **#AAOP2023**

Please connect with us on **Facebook, Instagram, Twitter,** and **LinkedIn,** and tag us in your posts!

- @AmericanAcademyofOandP on Facebook
- @AcademyofOandP on Twitter
- From your LinkedIn homepage, click "Start a post" or click "Comment" at the bottom of someone else's post. Type "@" and then begin typing "American Academy of Orthotists and Prosthetists." Click "American Academy of Orthotists and Prosthetists" from the list or organizations and continue typing your message.

Event Details

49th Academy Annual Meeting & Scientific Symposium (In-person and virtual event)
March 1–4, 2023
Nashville, Tennessee

Social Media Tips

- Follow the Academy on Facebook, LinkedIn, Instagram, and Twitter to stay up-to-date on everything leading up to the Annual Meeting.
- Tag your posts with the official Academy Annual Meeting hashtag: #AAOP2023. Follow the official event hashtag to stay up-to-date on the latest Academy Annual Meeting information and updates.
- Whenever possible, tag @AmericanAcademyofOandP on Facebook, @americanacademyofoandp on Instagram, or @AcademyofOandP on Twitter in your posts.

Example Posts

Attendees

These example posts are suitable for use on Twitter, Facebook, LinkedIn, and Instagram. All sample posts are at or below the 280 Twitter character-count limit.

- Let's learn, share, and advance TOGETHER. Experience the BEST in O&P education March 1–4 at the 49th Academy Annual Meeting & Scientific Symposium. https://academyannualmeeting.org #AAOP2023 #Nashville
- The 49th Academy Annual Meeting is headed to Nashville March 1–4! Mark your calendar for four days of discussions, presentations, networking, exhibits, and much more. Find more information and registration materials at https://academyannualmeeting.org #AAOP2023
- I'm excited to be joining my #orthotics and #prosthetics colleagues and friends in Nashville March 1–4 at the Academy Annual Meeting & Scientific Symposium. I can't wait for #AAOP2023. https://academyannualmeeting.org #OandP
- Looking forward to seeing colleagues March 1–4 at the Academy Annual Meeting & Scientific Symposium. Learn more about how we can learn, share, and advance TOGETHER at #AAOP2023. https://academyannualmeeting.org
- The Academy Annual Meeting & Scientific Symposium kicks off next week. What are you the most excited about? https://academyannualmeeting.org #AAOP2023
- [X] days until The Academy Annual Meeting & Scientific Symposium! The interactive program is a great way to see what's on the agenda. https://academyannualmeeting.org #AAOP2023
- Is everyone as excited as I am to learn from the 2023 Thranhardt Lecture Series winners at the Academy Annual Meeting? https://academyannualmeeting.org #AAOP2023

Presenters

- I'm presenting at #AAOP2023! Be sure to check out my session at [time] on [date] to learn about [topic]. https://academyannualmeeting.org
  [Note: Please confirm that your presentation is being streamed online before using this post.]
- I'm excited to speak at 49th Academy Annual Meeting & Scientific Symposium on [date] about [topic]. Have you registered? Whether you attend in person or online, there truly is something for everyone. Don't miss out! https://academyannualmeeting.org
- [X] days until #AAOP2023! I'm looking forward to speaking about [topic] on [day]. https://academyannualmeeting.org
- Are you attending #AAOP2023? My session on [topic] is today at [time]. Whether you catch it live or stream it online, you won't want to miss it!! https://academyannualmeeting.org
- Join me today at [time] and learn about [topic]. This is a can't miss session! https://academyannualmeeting.org #AAOP2023

Exhibitors

Facebook

- We're excited to join @AmericanAcademyofOandP at #AAOP2023 this year! We'd hope to see you there. Visit us at booth [x] in the Exhibit Hall! https://academyannualmeeting.org
- We're excited to join @AmericanAcademyofOandP at #AAOP2023 from March 1–4! Join us to connect with O&P professionals from around the country and across the globe. Visit us at booth [x] in the Exhibit Hall! https://academyannualmeeting.org
- We can't wait for #AAOP2023, hosted by @AmericanAcademyofOandP. Join us in Nashville for the world's most engaging event for O&P professionals. Find us at booth [x] in the Exhibit Hall. See you there! https://academyannualmeeting.org

Instagram

- We're excited to join the American Academy of Orthotists and Prosthetists at #AAOP2023 this year! We hope to see you there. Visit us at booth [x] in the Exhibit Hall! https://academyannualmeeting.org
- We're excited to join the American Academy of Orthotists and Prosthetists at #AAOP2023 from March 1–4! Join us to connect with O&P professionals from around the country and across the globe. Visit us at booth [x] in the Exhibit Hall! https://academyannualmeeting.org
- We can't wait for #AAOP2023, hosted by the American Academy of Orthotists and Prosthetists. Join us in Nashville for the world's most engaging event for O&P professionals. Find us at booth [x] in the Exhibit Hall. See you there! https://academyannualmeeting.org

Twitter

- We're excited to join @AcademyofOandP at #AAOP2023 this year! We hope to see you there. Visit us at booth [x] in the Exhibit Hall! https://academyannualmeeting.org
- We're excited to join @AcademyofOandP at #AAOP2023 from March 1–4! Join us to connect with O&P professionals from around the country and across the globe. Visit us at booth [x] in the Exhibit Hall! https://academyannualmeeting.org
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LinkedIn

- We're excited to join @AmericanAcademyofOandP at #AAOP2023 this year! We hope to see you there. Visit us at booth [x] in the Exhibit Hall! https://academyannualmeeting.org
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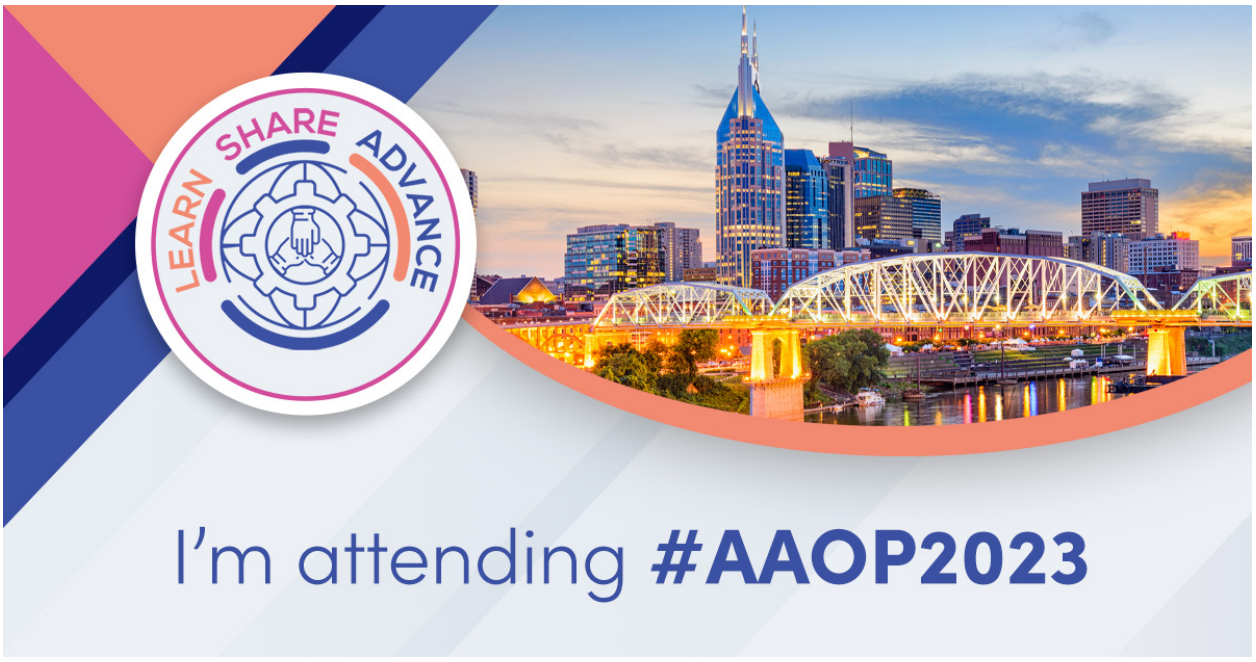
SOCIAL MEDIA IMAGES

These images are available for download from the American Academy of Orthotists and Prosthetists Flickr account.

Attendee (Facebook)



Attendee (LinkedIn)



Attendee (Twitter)



Attendee (Instagram)



Presenter (Facebook)



Presenter (LinkedIn)



Presenter (Twitter)



Presenter (Instagram)



Exhibitor (Facebook)



Exhibitor (LinkedIn)



Exhibitor (Twitter)



Exhibitor (Instagram)

