



SOPHE 2025 Annual Conference Social Media Toolkit

Welcome to the SOPHE 2025 Annual Conference: *Waves of Change: Embracing Diversity and Technology for Equity and Wellness*. We aim to help you share the excitement and benefits of attending the conference with your network. **This promotional toolkit includes sample social media posts and graphic options for your use.**

Remember:

- Customize our pre-written content to suit your voice and audience
- Use the official conference hashtag **#SOPHE2025**
- Share your photos and videos
- Tag SOPHE on X, LinkedIn, Facebook, Instagram
 - Instagram: @sophegram
 - Facebook: @SOPHEhealth
 - LinkedIn: @Society for Public Health Education
 - X/Twitter: @SOPHEtweets

About the Conference

SOPHE's 76th Annual Conference celebrates SOPHE's 75 years of growth, achievement, and impact, yet calls for a future focus on health education's strategic role in addressing global public health crises.

Historic winds and waves of change in political, legal, social, and other structures are impacting the environment, mental health, violence, and many other areas of society—threatening our goal of achieving the highest standard of health as a fundamental right of all people. A knowledgeable, skilled health education workforce is needed to lead the public and private sectors in addressing social determinants of health, social justice, and health equity. Professional preparation and training programs also must ensure that health education specialists are equipped with the technological, multi-media and communication skills to develop, implement, and evaluate effective program interventions to reach diverse multi-cultural populations. At this pivotal moment in SOPHE's history, we must build on the lessons learned from the pandemic and other public health crises to chart a new path for a healthier, more equitable, and vibrant future for all populations.

Sample Social Media Posts

Official Conference Hashtag: #SOPHE2025

Presenters

X

I'm excited to present on [TOPIC] at #SOPHE2025! Join me [DATE] in Long Beach.
Ready to share insights on [TOPIC] at #SOPHE2025 in Long Beach! Register by [DATE]: [LINK]
Just [TIME] until #SOPHE2025! I can't wait to discuss [TOPIC] with fellow health educators.

Instagram

Join me in Long Beach for innovative discussions on [TOPIC]! #SOPHE2025
Preparing for my session on [TOPIC] at the SOPHE 2025 Annual Conference! See you in Long Beach. #SOPHE2025

Instagram Reel Script Sample

Hi! I'm [NAME], and I'm excited to present at #SOPHE2025 in Long Beach! My session will cover [TOPIC], where you'll learn [KEY POINT 1] [KEY POINT 2] [KEY POINT 3]. I hope you'll join me on [DATE]! See you there!

LinkedIn

I'm excited to announce that I'll be presenting at the SOPHE 2025 Annual Conference in Long Beach, CA this April. My session on [TOPIC] will explore [BRIEF DESCRIPTION], offering insights for those interested in [KEY BENEFIT]. Join me to learn about [KEY TAKEAWAY 1], explore [KEY TAKEAWAY 2], and network with colleagues in health education.

Facebook

I'm presenting at the SOPHE 2025 Annual Conference in Long Beach this April! My session on [TOPIC] will cover [BRIEF DESCRIPTION]. If you're interested in [FIELD/SPECIALTY], come learn about [KEY BENEFIT].
Join me at the Hilton Long Beach Hotel on [DATE/TIME]. Early-bird registration is open until [DATE]. Reach out with any questions about my session. See you there!

Attendees

LinkedIn/Facebook

Today's #SOPHE2025 session on [TOPIC] provided valuable insights on improving health outcomes through [APPROACH]. Looking forward to implementing these strategies.

Instagram

Day [#] at #SOPHE2025: Learning about innovative approaches to [BRIEF TOPIC] that align perfectly with our community's needs.

X

Waves of insight from #SOPHE2025: [BRIEF INSIGHT] challenges conventional thinking about [HEALTH ISSUE]. This will influence my work in [PRACTICE AREA].

Daily Theme Posts

Wednesday - Express Yourself

Representing [UNIVERSITY/ORGANIZATION] at #SOPHE2025 today! Proud to be part of a community advancing health education through research and practice.

Thursday - SOPHE Blue

Wearing SOPHE blue with colleagues today at #SOPHE2025! The collective expertise in this room continues to inspire and inform my practice.

Friday - Making Waves

The innovative approaches shared on [TOPIC] at #SOPHE2025 today demonstrate how evidence-based health education creates a lasting impact in diverse communities.

Daily Challenges

Instagram/X/Facebook accessible:

Daily social media hashtag challenge:

All posts should be captioned with a hashtag like this #SOPHE2025CHALLENGE and tag SOPHE.

- Day 1 (April 16): Post a selfie with someone new you met.
- Day 2 (April 17): Post a picture from one of the sessions you attended and share something new that you learned.
- Day 3 (April 18): Share a picture from your favorite moment at the conference/or @ the closing plenary

Instagram/X accessible:

SOPHE Treasure Hunt: #SOPHETreasureHunt

- Day 1 (April 16):
 - Head to the Promenade and snap a pic of your favorite exhibit.
 - Locate and snap a pic of your favorite SOPHE merch. Bonus if you're wearing it.
- Day 2 (April 17):
 - Find the Meet & Greet Mixer and snap a pic with someone new!
 - Find the Poster Power Hour and snap a pic of one poster that resonated with you
- Day 3 (April 18):
 - Snap a pic at the plenary. Bonus points if you organize a group picture!
 - Find Yoga for Public Health Professionals: Cultivate Well-being and Resilience class and snap a pic of your favorite yoga pose!

After the Conference

- [Session name] concludes my time at #SOPHE2025, I am looking forward to joining @SOPHE in Portland for #SOPHE2026!
- #SOPHE2025 was an unforgettable conference experience. Grateful for the knowledge gained and connections made. Until #SOPHE2026 in Portland!
- Farewell, SOPHE2025! I am grateful for the opportunity to learn, connect, and be inspired by this incredible public health community. Can't wait for Portland and #SOPHE2026!
- The research presented at #SOPHE2025 will influence my approach to [PRACTICE AREA]. Making notes for #SOPHE2026 in Portland!

Shareable Graphics

Save and share the following in social media posts, email signatures, and other communications.

