

# Boost My Profile

Promote your attendance and lectures at #ESPID2023

Below you will find a few tips and resources on how to get noticed during ESPID 2023 on social media. We have a dedicated hashtag for ESPID 2023 to make discovering and discussion even easier. When tweeting about the congress, make sure to use [#ESPID2023](#) plus any other relevant hashtags.

Take a great selfie, while enjoying the Congress Sessions, and post it on Twitter or Facebook story with [#myESPID](#) and [#ESPID2023](#) to take part of the **ESPID Photo Contest**. Suggested ways to share information about the Meeting with your network:

- Live tweet from sessions, meetings and the exhibition. Be sure to mention [@ESPIDSociety](#) and use the hashtag #ESPID2023 plus other relevant hashtags.
- Retweet and repost live coverage coming from the Forum's official accounts.
- Post photos and mention [@ESPIDSociety](#) and use the hashtag #ESPID2023 on [Facebook](#) and [LinkedIn](#). You can also like and share ESPID posts with your audience.
- Take a great selfie, while enjoying the ESPID sessions, and post it as a Facebook story with #ESPID2023.
- Watch and share ESPID [YouTube](#) videos.

Catch the attention of colleagues by creating a 30 seconds to 1 minute video about the research you've brought to the ESPID Meeting.

## Style 1:

- Open with a bang.  
*You only have a few seconds to catch someone's attention, so use it wisely!*
- Expand on the details or why this is important

- Finish with “I’m [INSERT NAME], working at [INSERT LOCATION]. I invite you to [check out my poster titled... / join my lecture in the session...], and of course, please reach out to me with questions, feedback and ideas.

## **Style 2:**

- If you want to learn about [INSERT TOPIC], then [check out my poster titled... / join my lecture in the session...]. I’m [INSERT NAME], working at [INSERT LOCATION]. See you at ESPID 2023.

## **Style 2:**

- Have you wondered why [INSERT TOPIC]? I’ll be covering this and [more/ insert content] in my [poster titled... / lecture in the session on...]. I’m [INSERT NAME], working at [INSERT LOCATION]. See you at ESPID 2023.

# **Graphics for Social Media – Templates**

Choose from a variety of templates for Twitter, LinkedIn or Facebook, and even make your own personalised promo image by adding your presentation or e-Poster title, session, date, and time. Simply click on the images to download them.

- Recommended font: Gotham (medium)
- Recommended font colour: white

## **Example – Sharable image**

Here’s how you can insert your presentation title, session and time in a branded image to be shared on social media

**Sharable image**

**Twitter cover** **Twitter – Join Me At** **Twitter – Presenting At** **Instagram post** **Instagram post** **Instagram story** **Facebook cover** **Facebook post** **Facebook post** **LinkedIn cover** **LinkedIn post** **Zoom backgrounds**

**Take full advantage of the online networking features at ESPID 2023**

