

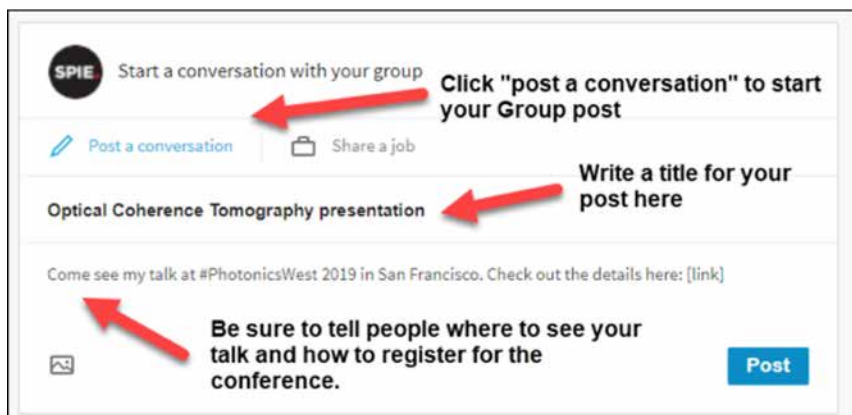
I'm participating! Now what?

TIPS & TRICKS TO PROMOTE YOUR WORK AND THE CONFERENCE

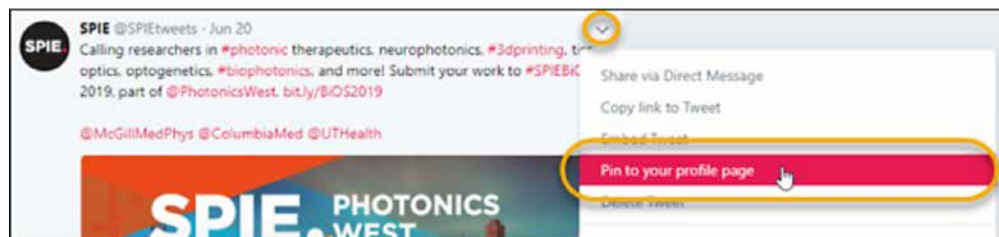
Get the most out of your participation with SPIE by sharing what you are doing with your network—they can help you succeed.

LinkedIn, Twitter, and Facebook Tips

- **Use LinkedIn Groups for a targeted approach**
Share your upcoming presentation with communities interested in your topic. For example, if you are speaking on optical coherence tomography look for a LinkedIn Group such as [this one](#), request to join, and then post your talk details.
- **Follow SPIE, then like and share appropriate posts by tagging us!**
We will help you get the word out.
- **Contact your organization's Social Media Coordinator (or PR or Marketing department)**
Your organization would likely love to help you promote what you are doing and many are willing to create the post and send it from the organization's account.



- **Pin a post about your presentation to your Twitter profile**
Pinning a post on Twitter is a great way to increase that post's visibility. It will be the first thing people see when they land on your profile.



Email Tips

- **Share a webpage**
Pages on www.spie.org (and many other sites) can easily be shared via email by using the share feature. Click the button (shown on right), select "more" and choose the appropriate email option, add your comments and send.
- **Use the "Forward to a friend" email**
When registering for the event, click "forward to a friend" to access a pre-written email ready to send. For more impact, you can edit the text or add a personal note about your participation.
- **Add information to your email signature**
Check your organization's policy, but many will allow you to add a personal note below any required signature information. Example: Interested in my work? Check out this upcoming presentation [link].



"Email" and "Share"

General Social Media Tips

- **Use the official SPIE event hashtag**

You will make it easy for others interested in the event to find your post and potentially share it with their followers. Find the event hashtag on the event webpage.

- **Use applicable topical hashtags**

Find relevant hashtags to get noticed and shared by others interested in the same topics. Topical hashtags can include: #lasers, #optoelectronics, #nanophotonics, #quantum, #VR, #autonomousvehicles, #EUV + more!

- **Tag SPIE**

We want to share your post! Tag us so we see your post and share it with our followers.

 @SPIEevents

 @spiephotronics

 SPIE, the international society for optics and photonics

 @SPIE.org

- **Tag key organizations**

Include the organization you work for, key contributors, or other organizations/people you think may be interested in the information you are sharing. That way they can easily find and share your post with their followers.

- **Don't be afraid to post multiple times**

Posts get buried in a feed quickly so don't be afraid to post about your presentation more than once. For example, you could announce your participation, and then in a later post share your session title.

- **Include a photo or video**

People love seeing something other than just text. Use the official event logo [found here](#), your own photo, or snap a behind-the-scenes pic on your phone (always popular!).

