



Social Media Toolkit

Thank you for agreeing to speak at AMCP 2023 — it is because of professionals like you that our annual event is the most attended and respected in managed care pharmacy.

AMCP would love to support your efforts to promote your speaking engagement at our annual meeting. Below are some tips to help you get the most out of your social media posts and drive the most attendees to your session.

Accounts to Tag	
Twitter	@amcporg
Facebook	/amcporg
Instagram	@amcporg
LinkedIn Page	/amcporg
LinkedIn Group	AMCP
Hashtags to Use	
#AMCP2023	

The Dos The Don'ts

Tag AMCP on the appropriate platform	Promote non-AMCP 2023 initiatives
Use the official event hashtag #AMCP2023	Create or use non-event hashtags
Tag your company on the appropriate platform	Livestream your session
Link to the event website	Link to your personal or company website
Respond to comments on your posts	Share your slides or content
Join the conversation on AMCP accounts	Leave typos in your posts
Provide the name and time of your session	Mislead your audience with incorrect copy
Have a positive attitude with your posts	Create an ad based on the AMCP 2023 design

Additional Tips:

- Use active language such as **“join me,” “meet me,”** or **“see me”** in your social media posts.
- Refrain from making your posts too long. The shorter, the better.
- Adding a question to your posts can illicit comments and conversation i.e. “What questions do you want me to answer in my session?”
- There will be more conversation the closer you get to the event, so be prepared to engage with your followers.
- Tease your keynote topic(s) to get audience members excited.
- **Possible phrases to include:**
 - Join me this March at AMCP’s Annual meeting!
 - Meet me in San Antonio, Texas for AMCP 2023!
 - I’m thrilled to be joining AMCP 2023 as a keynote speaker!
 - I’m looking forward to joining AMCP 2023 this spring!



Example Social Posts

Speaker Posts

Join me at #AMCP2023 — I'm thrilled to be one of this year's speakers! What questions do you have for me? Register now to get the answers live during my session, [session title], on [date] at [time]. Looking forward to it @amcporg! <https://amcpannual.org/>

I'm looking forward to speaking at #AMCP2023 this March! Join me in a discussion on [topic] as we envision the future of public health. Register now and join my session on [date] at [time]. See you there: <https://amcpannual.org/>

Presenter Posts

Meet me in San Antonio, Texas for #AMCP2023! I'm honored to be presenting a poster at @amcporg's spring meeting designed around the theme: Igniting Action Together. I'm looking forward to answering questions and meeting other conference attendees. Register now: <https://amcpannual.org/>

Thank you to @amcporg for inviting me to present a poster at this year's Nexus meeting! Meet me this March to learn more about my work on [topic] - I'll be available to answer all questions on [date(s)] at [time(s)]! Register now: <https://amcpannual.org/> #AMCP2023

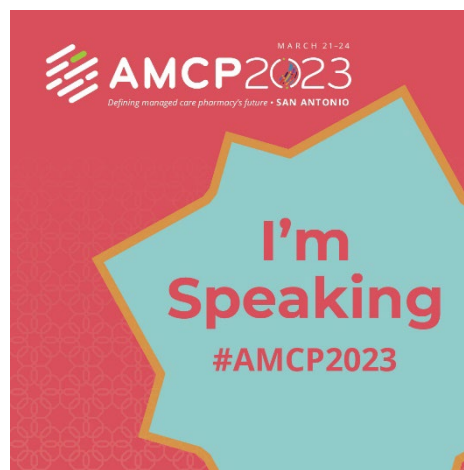
*For Instagram captions, be sure to include the link in your bio and adjust your caption accordingly - "Register now via the link in my bio."



Social Media Images

To share one of the graphics below, click on the image to open a new window. Right click the image and select "Save Image As." Save the graphic to your computer, then include/upload it with your social media post.

Speaker images:



Presenter images:

