

SOCIAL MEDIA PROMOTION BEST PRACTICES

1

FOLLOW US ON SOCIAL MEDIA

Share posts about the event with your network to amplify the message

Twitter: [@FredNatLab](#) & [@hood_college](#)

LinkedIn: [Frederick National Laboratory](#) & [Hood College](#)

2

ENGAGE WITH OUR SOCIAL MEDIA POSTS

Add your scientific perspective to our posts

Share what you're looking forward to with this event

Tag colleagues in the comments who may be interested

3

SHARE OUR CONTENT WITH YOUR NETWORK

Share our social posts to your network and use #HIVS2024

If we tag you in a post, we encourage you to like, comment, and share

Send the event registration link to your colleagues

4

POST ABOUT OUR EVENT

Encourage your network to attend this event with you

Tag our social channels in your posts and we'll share your content

When posting about our event, use #HIVS2024
