



## Social Media Toolkit - 2024 AAD Innovation Academy

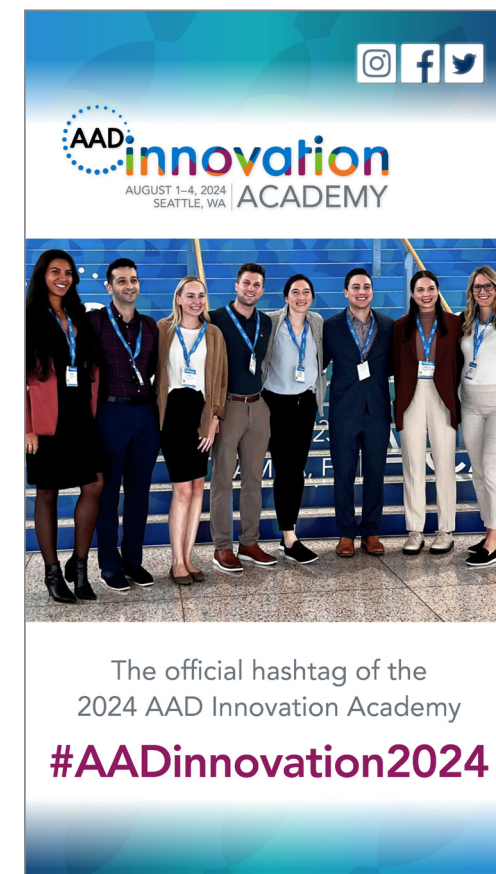
Thank you for being a part of AAD's 2024 Innovation Academy in Seattle! This social media toolkit includes sample posts and best practices to help guide your social media activity. Download the graphics in this toolkit to share on your accounts before, during, and after the meeting.

- **[#1] “I’m attending #AADinnovation2024”**
- **[#2] “We’re attending #AADinnovation2024”**
- **[#3] “I’m speaking at #AADinnovation2024”**
- **[#4] Official hashtag graphic**

Also feel free to personalize and share your own stories, photos and experiences.

### ***Best practices:***

- Use the official meeting hashtag in your social media posts and stories: **#AADinnovation2024**
- Tag the Academy’s member social media accounts on Instagram, X, and Facebook: **@AADmember**
- Tag everyone included in your social photos and videos to encourage them to reshare your content.
- Use a variety of social posts to share what you learn at the meeting (*videos, stories, photos, etc.*)



Official Hashtag Graphic



### *Ideas to share your support after the event:*

#### **For Attendees:**

- Share a reel/video of your time in Seattle with clips of your favorite sessions and special events.
- Share a post with a key learning or pearl that other dermatologists should know.
- Post a carousel of your top photos with your colleagues and tag them to reshare.
- Share a “tweetorial” on X about the various key learnings from your favorite sessions.
- Post photos/video clips of the Exhibit Hall and show off your new swag! *(Don’t forget to tag exhibitors).*
- Post on LinkedIn to share how you are advancing your career at the AAD Innovation Academy.

#### **For Speakers:**

- Share a short video of yourself giving a quick overview of your session.
- Post a photo of yourself or share a visual that represents your session and share the key learnings.
- Share an Instagram Story with a poll or question sticker related to the topic of your session.
- Share a “tweetorial” on X about the various key learnings your session covers.
- Post on LinkedIn to let your colleagues know you’re an expert on the topic of your session.



For attendees



For speakers