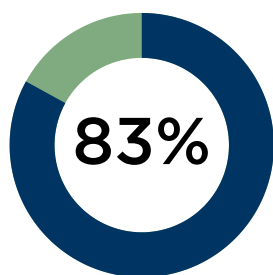
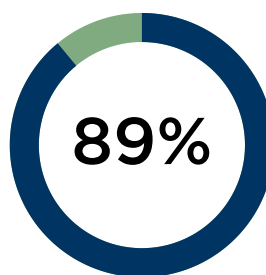


SOCIAL MEDIA TIPS FOR SPEAKERS

Social media is an excellent way to become or to stay engaged and connected with industry leaders, and fellow attendees/exhibitors. By using industry-related hashtags (#) in social media posts, social media users are able to quickly find others that are at the same event or having conversations on the same topic on Facebook, Twitter, Instagram, and LinkedIn. By including the official show hashtag **#MedtradeEast** in your social media posts before, during, and after the show, you will be able to connect and share ideas with those that are also involved at Medtrade.



Use social media connected to a professional event*



Say social media at events is valuable*

At Medtrade events, we encourage our speakers to increase their session attendance by building excitement about their involvement at the show. We invite you to join us by putting out relevant social media content on your personal and professional accounts (Facebook, LinkedIn, Twitter, Instagram). To help get you started, we've included some suggested posts for your social media networks. Remember, these posts can be expanded with more details, links, videos and pictures.

Videos

Another way that you can generate excitement about your upcoming Medtrade presentation is to create short videos telling attendees what they will learn in the session! The power of an engaging social media video does not require advanced camera equipment. You can make quality photos straight from your cell phone and upload to your personal and business social accounts! Video is an effective tool for sharing ideas, takeaways, and even behind-the-scenes clips on social media.

CONNECT WITH MEDTRADE ON SOCIAL



<https://www.facebook.com/Medtrade>



<https://www.instagram.com/medtradeconnect/>



<https://twitter.com/medtradeconnect>



<https://www.linkedin.com/company/2832645/>

SUGGESTED SPEAKER SOCIAL MEDIA POSTS

I'm looking forward to speaking on [YOUR TOPIC] at #MedtradeEast in Atlanta! Don't miss it Oct. 18-20 --> www.medtrade.com

Do you want to learn more about [YOUR TOPIC]? Attend my session at #MedtradeEast [include date/time] --> www.medtrade.com

#MedtradeEast connects the HME Industry. Improve your business this fall in Atlanta Oct. 18-20 --> www.medtrade.com

Step away from the desk! Connect with the HME Industry at #MedtradeEast - Oct. 18-20 in Atlanta --> www.medtrade.com

HME pros know #MedtradeEast is crucial to their success in the year ahead. Register --> www.medtrade.com

Learn, meet, and see at #MedtradeEast! 60+ sessions, 150+ vendors, and hundreds of industry peers! Oct 18-20, Atlanta --> www.medtrade.com

Happy posting!
See you in Atlanta!