

## 2016 Asset Protection Conference Speaker Social Media Toolkit

Thank you for your time and talents in presenting at the [2016 Asset Protection Conference](#). We appreciate the time you are investing in sharing your insights and experiences.

We know preparing for your presentation takes time and energy. Below, we have some helpful tools to make your content and presentation extend further and to engage in meaningful dialog with others on your topic using social media.

As a speaker at the 2016 Asset Protection Conference, we welcome you to join the conversation on social media both before and during the event. We've provided some resources and best practices to help. No matter your current activity level on social media, we encourage you to give some or all of these ideas a try! We are here to assist you in anyway and to amplify your good work.

**1) Connect with FMI:** *Before you attend, be sure you're following us on social media and receiving our information. Here's how:*

- Follow [@FMI\\_ORG](#) on Twitter
- Like [FMI](#) on Facebook
- Connect with [FMI](#) on LinkedIn
- Use the hashtag [#FMIAsset2016](#) in your posts

*Once you have connected with us, help us connect with you. Be sure to share your social media handle with your session lead so we can follow you back and help promote your 2016 Asset Protection Conference related posts.*

**2) Promote Your Role in the 2016 Asset Protection Conference:** *Leading up to the event, work your network and share insights into your presentation. It's a best practice to share on social media that you will be speaking and give a taste of what you will be covering. Here are some sample social media posts with yellow highlights you can customize. You can shorten links using a free resource called [Bitly](#).*

I'll be speaking at #FMIAsset2016 on **YOUR TOPIC**, **RT** or **LIKE** if you'll be there!

**PROVIDE A STAT OR RESEARCH FINDING** Learn more during my session #FMIAsset2016 **LINK TO YOUR SESSION DESCRIPTION**

I'll be taking part in #FMIAsset2016 & speaking on **YOUR TOPIC DETAILS** Join me! **LINK TO YOUR SESSION DESCRIPTION**

Heading to #Tucson for #FMIAsset2016, here is the link to my session & what to expect: **YOUR TOPIC DETAILS** **LINK TO YOUR SESSION DESCRIPTION**

*Include an image in your post by copying, saving and attaching this one:*



**4) Provide Attendees Your Details:** Be sure to include both your Twitter handle and the event hashtag #FMIAsset2016 on your presentation slides. If you do not have a Twitter handle, consider including your company's handle.

*The title slide and upper right corner of each slide are the best placements for your social media details so people can easily see and utilize the information. If you are speaking on a panel, still include your social media information on your introductory slide.*

**5) Share on Social During the Conference:** There are a couple of best practices for sharing your exhibit during the conference.

#### ***Live Session Tweeting***

A best practice to engage your session attendees is to have live tweets about your presentation go out during your session. Work with your organization's social media team to coordinate this and let your session attendees know to look for the live tweets by following your handle or the #FMIAsset2016 hashtag. This is a great way to collect more followers and to get good engagement and retweets.

#### ***Resources You Mention***

If you have resources as part of your presentation, we encourage you to share those on social media before, during or after your session. Again, let your session attendees know to look for these on social media. During your session, perhaps have a colleague capture a photo of your presentation for sharing on social media. You can shorten links using a free resource called [Bitly](#).

#### ***Show Others Love***

If people are posting on social media about your session, be sure to thank them afterwards on social media or respond to any of their questions and comments. Also, be sure to share highlights from other sessions you attend or the overall event using the hashtag #FMIAsset2016. Remember a picture is worth a thousand words!

*We hope this toolkit has some valuable tips and resource for you to use social media during the 2016 Asset Protection Conference. We look forward to having you as part of the conference. Thank you!*