

2016 Asset Protection Conference Sponsor Social Media Toolkit

Thank you for sponsoring the [2016 Asset Protection Conference](#). To help you share your sponsorship with a larger audience, we have some helpful tools for you to use social media during the event.

As a sponsor of 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: *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 **#FMIAsset16** in your posts

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

2) Promote Your Sponsorship of the 2016 Asset Protection Conference: *Leading up to the event, work your network and share your sponsorship. Be sure to connect to the content at the event. Here are some sample social media posts with yellow highlights you can customize. You can shorten links using a free resource called [Bitly](#).*

We're sponsoring #FMIAsset16 & looking forward to hearing about **RELATED TOPIC**. **RT or LIKE** if you'll be there!

PROVIDE A STAT OR RESEARCH FINDING Learn more at our at #FMIAsset16 sponsored by **YOUR HANDLE**

We're proud sponsors of #FMIAsset16 in #Tucson. Excited to connect with folks about **RELATED TOPIC**

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



4) Share on Social During the Conference: *There are a couple of best practices for sharing your sponsorship and resources during the conference.*

Get Visual

Sharing images is a great way to showcase the activity happening. Get creative with your photos with interesting angles, close ups of displays and photo filters. Also snap shots of your logo on display. Don't forget the hashtag #FMIAsset16!

Show Others Love

If people are posting on social media about your sponsorship, be sure to thank them on social media or respond to any of their questions and comments. Also, be sure to share highlights from sessions you attend or the overall event using the hashtag #FMIAsset16.

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!