

Social Media Toolkit

AOHC 2024
May 19-22
Orlando, FL



AOHC 2024





Shout about AOHC 2024

Innovate, collaborate, empower OEM. This is more than the theme for AOHC 2024, these are guiding principles that push occupational and environmental medicine – and ACOEM – forward. Whether you are a long-time member of ACOEM or this is your first event, ACOEM’s annual conference serves as a hub of innovation for physicians, Advanced Practice Providers, and allied health professionals from around the world. Use the channels at your disposal to spread the word about AOHC 2024, and don’t forget to use the hashtag #AOHC2024!

Enhancing AOHC 2024’s reach, participation, and enduring influence involves sharing visual and written content with your network. By using diverse multimedia platforms to connect with stakeholders in and beyond the OEM field, you can leverage your professional connections to educate members and non-members about the conference’s social and educational advantages. Social media continues to serve as the easiest way to share important information with a large audience, and by echoing the messages sent by ACOEM, you can help ensure the conference’s success.

Professionals from around the world unite at AOHC, which is one of the largest gatherings of occupational and environmental health experts globally. AOHC serves as a nexus for learning, knowledge exchange, and fostering connection through shared experience. ACOEM prioritizes world-class education, and AOHC stands out as the pinnacle of our educational offerings.

As the countdown begins for the largest gathering of OEM professionals, we hope you can help us spread the word about our landmark educational offering. We hope to see you in Orlando from May 19-22, 2024!

Be sure to follow ACOEM on social media!

LinkedIn



[linkedin.com/
company/acoem](https://linkedin.com/company/acoem)

Facebook



[facebook.com/
americancollegeofOEM](https://facebook.com/americancollegeofOEM)

X (Twitter)



twitter.com/ACOEM

Instagram



[instagram.com/
acoem1916](https://instagram.com/acoem1916)

Mastodon



[med-mastodon.
com/@acoem](https://med-mastodon.com/@acoem)



Tips for posting on social media

Tips for LinkedIn

- Tag ACOEM and relevant speakers, sponsors, or exhibitors in your post by using the @ symbol in front of a name
- Remember – LinkedIn has a ‘professional’ clientele, so you can use language that may be too technical for general audiences
- Posts do not have a set character limit, but filler causes your audience to scroll past your post – don’t be afraid to use personal anecdotes or testimonials

Tips for Facebook

- Facebook has a variety of ways to connect with audiences – make sure the vehicle is appropriate. Your friends from college may not be interested in AOHC, but members of a professional group may be
- Participate in groups. Find some topics important to you, join, and encourage the community to engage with OEM-related issues
- Posts do not have to be as detailed or narrative-driven as LinkedIn, but posts with visual elements tend to gain more traction

Tips for Twitter (X) and Instagram

- Always try and include an image in your tweet if possible – images are known to increase engagement
- Include the hashtag #AOHC2024
- Good times to tweet? 9-10 AM, 12:30-1:30 PM, 3 and 4:30-5:30 PM
- Mention ‘influencers’ (big accounts that you know and are likely to engage) to encourage retweets and likes
- Visual elements are the name of the game on Instagram – experiment with different post types, including ‘going live’ and ‘stories’ (in which posts are only available for 24 hours)
- Keep in mind that links are not clickable in your Instagram posts – check to make sure the links you use can be easily copied
- Be sure to use images that draw users to interact with your content

Sample text for LinkedIn or Facebook

Attendees: Join me for 4 days of learning and connection at #AOHC2024! The American Occupational Health Conference, or AOHC, is the largest gathering of occupational and environmental medicine professionals. This year’s conference takes place from May 19-22 in sunny Orlando, Florida.

In addition to numerous educational offerings and exhibits, AOHC will give you opportunities to network with friends and colleagues from around the world. Want to learn more? Visit acoem.org/aohc for more information!

Speakers: Join me at #AOHC2024 in Orlando, Florida. On [SESSION DATE] I’m presenting on [INSERT SESSION TITLE]. Head here to register: [SESSION LINK]

I am so excited to be a part of AOHC 2024, and to be a part of the #OccEnvMed field. I hope to see you there!

Sample text for Twitter (X) or Instagram

Attendees: Join me for 4 days of learning and connection at #AOHC2024 from May 19-22 in Orlando, Florida.

AOHC is the largest gathering of occupational and environmental medicine professionals. Want to learn more? Visit acoem.org/aohc for more information!

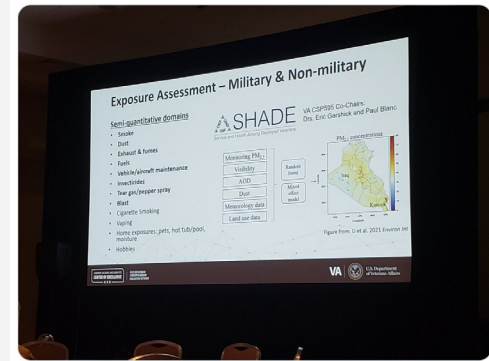
Speakers: Counting down the days until #AOHC2024 in Orlando, Florida. I’m presenting on [INSERT SESSION TITLE]. Head here to register: [SESSION LINK]

I am so excited to be a part of AOHC 2024, and to be a part of the #OccEnvMed field. I hope to see you there! Attendees from around the world unite at AOHC every year. Will I see you there?



What should I post?

Sample posts from AOHC 2023



Spread the word about #AOHC2024

Graphics to share with your network

Visit acoem.org/aohc-media-kit to download attendee and presenter social media images! Trouble downloading? Contact charlie@acoem.org.

Join Me @ #AOHC2024!

AOHC2024

AMERICAN OCCUPATIONAL HEALTH CONFERENCE

MAY 19-22, 2024 • ORLANDO, FL
LOEWS ROYAL PACIFIC RESORT AT UNIVERSAL ORLANDO
[ACOEM.ORG/AOHC](https://acoem.org/aohc)

I'M EXHIBITING!



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I'M PRESENTING!



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SEE YOU IN ORLANDO!



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