



THE ACADEMY  
AAOP

45th Academy Annual Meeting & Scientific Symposium

March 6–9, 2019 • Caribe Royale • Orlando, Florida



# SOCIAL MEDIA TOOLKIT

#AAOP2019

[www.academyannualmeeting.org](http://www.academyannualmeeting.org)

# Get social with us!

Join the conversation on social media, boost your presence, and encourage others to join you at the **45th Academy Annual Meeting & Scientific Symposium**. Please use the tips, messages, and shareable images in this toolkit to help generate buzz about the Academy Annual Meeting and your participation. Copy and paste any of our social media messages or customize them to meet your specific needs.

Thank you for sharing!

## Event Details

45th Academy Annual Meeting & Scientific Symposium  
March 6–9, 2019  
Caribe Royale, Orlando, Florida

## Official Event Hashtag

**#AAOP2019**

## Academy Social Media Accounts

### Facebook

**@AmericanAcademyofOandP**

### Twitter

**@AcademyofOandP**

### LinkedIn

**[www.linkedin.com/company/american-academy-of-orthotists-&-prosthetists](http://www.linkedin.com/company/american-academy-of-orthotists-&-prosthetists)**

### YouTube

**[www.youtube.com/user/AcademyofOandP](http://www.youtube.com/user/AcademyofOandP)**

### Flickr

**[www.flickr.com/photos/academyofandp](http://www.flickr.com/photos/academyofandp)**

## 2019 Academy Annual Meeting Keynote Speaker

Phil Hansen

**@Philinthecircle**

## Social Media Tips

- Follow the Academy on Facebook, LinkedIn, and Twitter to stay up-to-date on everything leading up to the Annual Meeting.
- Tag your posts with the official Academy Annual Meeting hashtag: **#AAOP2019**. Follow the official event hashtag to stay up-to-date on the latest Academy Annual Meeting information and updates.
- Whenever possible, tag **@AmericanAcademyofOandP** on Facebook or **@AcademyofOandP** on Twitter in your posts.
- If applicable, tag your posts with the Orlando hashtags: **#Orlando** or **#AAOP2019OrlandoFun**.

# Example posts

## EXAMPLE TWEETS

### Attendees

- Educate. Influence. Empower. Experience the BEST in O&P education at the 45<sup>th</sup> Academy Annual Meeting & Scientific Symposium. #AAOP2019
- Excited to be joining my #orthotics and #prosthetics colleagues and friends at #AAOP2019. <http://academyannualmeeting.org> #Educate #Influence #Empower
- Looking forward to #AAOP2019! Learn more about the Academy Annual Meeting & Scientific Symposium at <http://academyannualmeeting.org> #Educate #Influence #Empower
- Getting ready for some #fun in the #sun in Orlando this week at #AAOP2019. <http://academyannualmeeting.org> #AAOPOrlandoFun
- Kicking off today! 45<sup>th</sup> Academy Annual Meeting & Scientific Symposium. #AAOP2019 #AAOPOrlandoFun <http://academyannualmeeting.org>
- Phil Hansen is taking the stage. I'm ready to learn how to expand my perspective, overcome obstacles, and take my success to the next level. @Philinthecircle #EmbracetheShake #AAOP2019
- Getting ready to hear the 2019 Thranhardt Lecture Series winners at #AAOP2019. #Educate #Influence #Empower

### Presenters

- I'm Orlando-bound for #AAOP2019 in [X] days! Looking forward to my session on [TOPIC]. <http://academyannualmeeting.org>
- Looking forward to getting this panel started with @SpeakerHandle at #AAOP2019!

### Exhibitors

- Excited to be joining more than 1,500 #orthotics and #prosthetics professionals at #AAOP2019 to #educate, #influence, and #empower! <http://academyannualmeeting.org>
- Looking forward to #AAOP2019! Stop by booth [#] to learn more about [XXXX]. <http://academyannualmeeting.org>
- Heading to #AAOP2019? Be sure to swing by [COMPANY/ORGANIZATION] booth [#]. See you in Orlando! <http://academyannualmeeting.org>
- The countdown begins! The Academy Annual Meeting begins two weeks from today. Join us at booth [#] in Orlando, FL. #AAOP2019
- We will be at #AAOP2019 this week. Be sure to stop by our booth and say hello!
- Good morning #AAOP2019! Be sure to stop by booth [#] to meet our team members in the Exhibit Hall as you make your rounds today.
- Thanks to everyone who came by our booth today. Be sure to share the experience with your colleagues tomorrow at #AAOP2019!
- [COMPANY/ORGANIZATION] #AAOP2019 Product Preview Theater presentation today at [TIME]. Be the first to see the all new [PRODUCT]!

# Example posts

## EXAMPLE FACEBOOK AND LINKEDIN POSTS

### Attendees

- I'm registered for the 2019 Academy Annual Meeting & Scientific Symposium, March 6-9, 2019, in Orlando, FL. I'm looking forward to four days of amazing educational content and networking opportunities. Want to join me? Register here: <http://academyannualmeeting.org/2019/registration/> #AAOP2019 #Educate #Influence #Empower
- I can't wait to be part of #AAOP2019 with more than 1,500 of my closest #orthotics and #prosthetics colleagues and friends and some of the most experienced thought leaders in our profession March 6-9, 2019, at the Caribe Royale in Orlando, FL. Are you going? <http://academyannualmeeting.org>
- Looking forward to joining more than 1,500 O&P professional colleagues and friends at #AAOP2019 to #educate, #influence, and #empower in Orlando, FL, March 6-9, 2019! <http://academyannualmeeting.org>
- **[X]** days until #AAOP2019! Download the program to see what's on the agenda. <http://academyannualmeeting.org> #Educate #Influence #Empower

### Presenters

- I'm excited to speak at #AAOP2019 in Orlando, FL, on **[DATE]** about **[TOPIC]**. Learn more about the Annual Meeting here: <http://academyannualmeeting.org>
- **[X]** days left until #AAOP2019! Looking forward to speaking about **[TOPIC]** on **[DAY]**. <http://academyannualmeeting.org> #Educate #Influence #Empower
- Join me today at **[TIME]** and learn more about **[TOPIC]**. You're not going to want to miss this session! <http://academyannualmeeting.org> #AAOP2019 #Educate #Influence #Empower

### Exhibitors

- Looking forward to joining more than 1,500 O&P colleagues and friends at #AAOP2019 in Orlando, FL, March 6-9, 2019! We'll be at booth **[#]**! Find us to learn more about **[XXXX]**! <http://academyannualmeeting.org> #Educate #Influence #Empower
- **[X]** days left until #AAOP2019! We'll be at booth **[#]**. Be sure to stop by to learn about about **[XXXX]**! <http://academyannualmeeting.org>
- Thank you for attending the **[COMPANY/ORGANIZATION]** Product Preview Presentation about the all new **[PRODUCT]** at #AAOP2019. For more information about the **[PRODUCT]**, visit **[URL]**.

## OFFICIAL EVENT PHOTOS

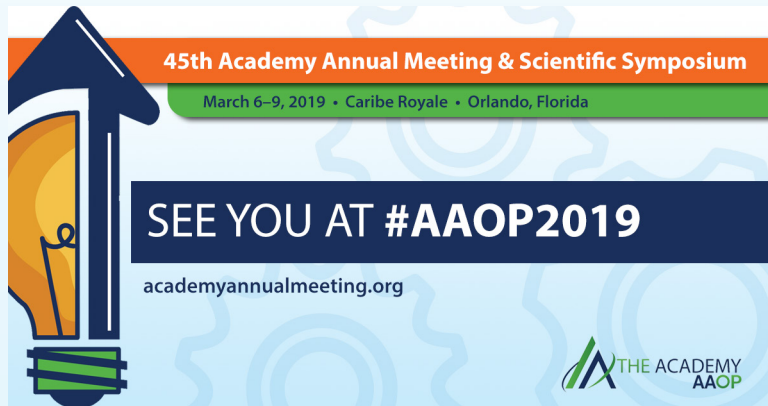
- A selection of web-ready photos will be posted daily to the Academy's Flickr photostream: <https://www.flickr.com/photos/academyofandp/>

# Sample images

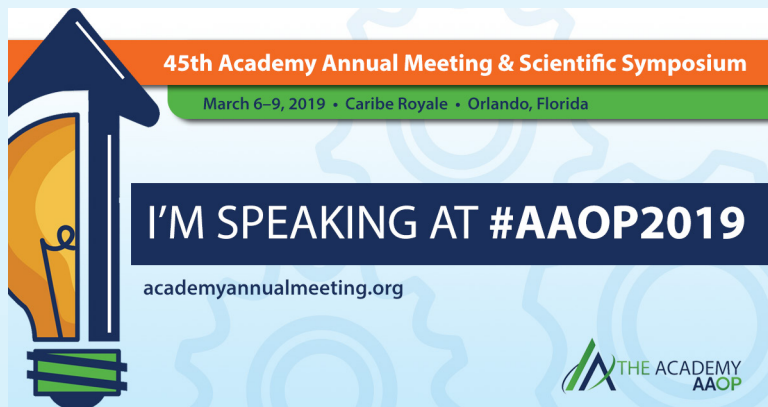
## EXAMPLE SOCIAL MEDIA IMAGES

Find these and more social media images sized and ready to go in the Academy Annual Meeting Social Media Toolkit album: <https://flic.kr/s/aHskRcSXFo>

### Attendees



### Presenters



### Exhibitors

