

## Social Media Toolkit – Annual Meeting Speaker Toolkit

### Platforms:

Be sure to tag the Academy in your social media posts. Below are the links and handles of our social media accounts:

- **Facebook** – [www.facebook.com/AAOHNS](https://www.facebook.com/AAOHNS) - American Academy of Otolaryngology—Head and Neck Surgery
- **X (Previously Twitter)** – [www.X.com/AAOHNS](https://www.X.com/AAOHNS) - @AAOHNS
- **Instagram** – [www.instagram.com/aaohns/](https://www.instagram.com/aaohns/) - @AAOHNS
- **LinkedIn** – [www.linkedin.com/company/american-academy-of-otolaryngology/](https://www.linkedin.com/company/american-academy-of-otolaryngology/) - American Academy of Otolaryngology

### Recognize Other Speakers on Your Panel:

Tag other speakers on your panel using their social media handles to enhance engagement and reach a wider audience.

### Hashtags:

Incorporating hashtags will help increase the reach of your post. Below are some suggestions:

- #OTOMTG24
- #Otolaryngology
- #ENT
- #EarsNoseThroat
- #ENTTwitter (on X)
- #ENTX (on X)

---

*Helpful Links: Please include a link to [www.entannualmeeting.org](https://www.entannualmeeting.org) to ensure your network can easily take action and learn more about the Annual Meeting.*

---

### Sample Text:

We have drafted sample text tailored for Instagram, Facebook, X, and LinkedIn. You can easily copy and paste onto your social media account or tailor the text to fit your voice. Don't forget to add the "I'm Speaking" graphic to your post.

### Instagram:

I will be speaking at the @aaohns 2024 Annual Meeting & OTO EXPO, to be held Saturday, September 28 – Tuesday, October 1, in Miami Beach, Florida. Join me at #OTOMTG24, the premier event for the #ENT specialty, where you will attend groundbreaking sessions, grow your connections, and see innovative medical devices and new technologies all in one place. Register today to secure your spot!  
#otolaryngology #earsnosethroat [www.entannualmeeting.org](https://www.entannualmeeting.org)



#### Facebook:

I will be speaking at the [Insert @American Academy of Otolaryngology—Head and Neck Surgery handle] 2024 Annual Meeting & OTO EXPO, to be held Saturday, September 28 – Tuesday, October 1, in Miami Beach, Florida. Join me at #OTOMTG24, the premier event for the #ENT specialty, where you will attend groundbreaking sessions, grow your connections, and see innovative medical devices and new technologies all in one place. Register today to secure your spot! #otolaryngology #earsnosethroat [www.entannualmeeting.org](http://www.entannualmeeting.org)

#### X:

I will be speaking at #OTOMTG24, Sat., Sept. 28–Tues., Oct. 1, in Miami Beach, FL. Join me at the premier event for the #ENT specialty. Attend groundbreaking sessions and grow your connections. Register today to secure your spot! @aaohns #ENTTwitter #ENTX [www.entannualmeeting.org](http://www.entannualmeeting.org)

#### LinkedIn:

I will be speaking at the [Insert @American Academy of Otolaryngology handle] 2024 Annual Meeting & OTO EXPO, to be held Saturday, September 28 – Tuesday, October 1, in Miami Beach, Florida. Join me at #OTOMTG24, the premier event for the #ENT specialty, where you will attend groundbreaking sessions, grow your connections, and see innovative medical devices and new technologies all in one place. Register today to secure your spot! #otolaryngology #earsnosethroat [www.entannualmeeting.org](http://www.entannualmeeting.org)