

OTO Forum Attendee Social Media 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 - American Academy of Otolaryngology—Head and Neck Surgery
- **X** – www.X.com/AAOHNS - @AAOHNS
- **Instagram** – www.instagram.com/aaohns/ - @AAOHNS
- **LinkedIn** – www.linkedin.com/company/american-academy-of-otolaryngology/ - American Academy of Otolaryngology

Recognize Your Colleagues:

Traveling to OTO Forum with colleagues? Tag them 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:

- #OTOForum25
- #Otolaryngology
- #ENT
- #EarsNoseThroat
- #ENTTwitter (on X)
- #ENTX (on X)

Helpful Links: Please include a link to www.entnet.org/aao-hns-f-oto-forum/ to ensure your network can easily take action and learn more about the OTO Forum.

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 Attending" graphic to your post.

Instagram:

I'm thrilled to be attending the @aaohns 2025 OTO Forum—happening April 25 – 26 in Alexandria, VA! This unique event brings together practice leaders for insightful conversations on practice management, healthcare innovation, and the future of otolaryngology. Whether you're in private practice or looking to sharpen your leadership skills, you won't want to miss it. Join me at #OTOForum25! #otolaryngology #ENT #PracticeManagement

Facebook:

I'm thrilled to be attending the [Insert @American Academy of Otolaryngology—Head and Neck Surgery handle] 2025 OTO Forum—happening April 25 – 26 in Alexandria, VA! This unique event brings together practice leaders for insightful conversations on practice management, healthcare innovation, and the future of otolaryngology. Whether you're in private practice or looking to sharpen your leadership skills, you won't want to miss it. Join me at #OTOForum25! www.entnet.org/aao-hns-f-oto-forum/ #otolaryngology #ENT #PracticeManagement

X:

I will be attending #OTOForum25, April 25–26, in Alexandria, VA. Join me for #ENT leadership discussions & practice management insights. Register today to secure your spot! @aao-hns #ENTTwitter #ENTX #otolaryngology www.entnet.org/aao-hns-f-oto-forum/

LinkedIn:

I'm thrilled to be attending the [Insert @American Academy of Otolaryngology handle] 2025 OTO Forum—happening April 25 – 26 in Alexandria, VA! This unique event brings together practice leaders for insightful conversations on practice management, healthcare innovation, and the future of otolaryngology. Whether you're in private practice or looking to sharpen your leadership skills, you won't want to miss it. Join me at #OTOForum25! www.entnet.org/aao-hns-f-oto-forum/ #otolaryngology #ENT #PracticeManagement