

OTO Forum Speaker 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:

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

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:

- #OTOForum26
- #Otolaryngology
- #BusinessofMedicine
- #ENT
- #PracticeManagement

Helpful Links: Please include a link to www.entnet.org/aaohns-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 LinkedIn, Facebook, Instagram, and X. 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.

LinkedIn:

I'm thrilled to be speaking at the **@American Academy of Otolaryngology** 2026 OTO Forum—happening March 20–21 in Louisville, KY! This unique meeting brings together otolaryngologists from across practice settings for timely discussions on leadership, healthcare innovation, and the real-world business of medicine. If you're looking to make meaningful connections and engage on the issues directly shaping how we practice, you won't want to miss it. Join me at #OTOForum26: www.entnet.org/aaohns-f-oto-forum/

#Otolaryngology #BusinessOfMedicine #ENT #PracticeManagement

Facebook:

I'm thrilled to be speaking at the [@American Academy of Otolaryngology—Head and Neck Surgery](#) 2026 OTO Forum—happening March 20–21 in Louisville, KY! This unique meeting brings together otolaryngologists from across practice settings for timely discussions on leadership, healthcare innovation, and the real-world business of medicine. If you're looking to make meaningful connections and engage on the issues shaping how we practice, you won't want to miss it.

Join me at OTO Forum 2026: www.entnet.org/aao-hns-f-oto-forum/

Instagram:

I'm thrilled to be speaking at the [@aaohns](#) 2026 OTO Forum—happening March 20–21 in Louisville, KY! This unique meeting brings together otolaryngologists from across practice settings for timely discussions on leadership, healthcare innovation, and the real-world business of medicine. If you're looking to make meaningful connections and engage on the issues shaping how we practice, you won't want to miss it. Join me at #OTOForum26! #Otolaryngology #BusinessOfMedicine #ENT #PracticeManagement

X:

I will be speaking at the [@aaohns](#) #OTOForum26, March 20–21 in Louisville, KY. Join me for #ENT leadership discussions & real-world business of medicine insights.

Register today to secure your spot: www.entnet.org/aao-hns-f-oto-forum/

#Otolaryngology