

THE SCIENCE OF  
TOMORROW  
STARTS **TODAY**

AMERICAN TRANSPLANT CONGRESS

**ATC2021**

*Virtual*CONNECT

[atcmeeting.org](https://atcmeeting.org)

**JUNE 4-9, 2021**



**SPEAKER  
MODERATOR  
PARTICIPANT  
SOCIAL MEDIA  
TOOLKIT**



**ATC2021** VirtualCONNECT  
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THE SCIENCE OF TOMORROW STARTS **TODAY**

**6 DAYS** of cutting edge research and  
advanced education.

**5,000** ATTENDEES WITH **60+** COUNTRIES REPRESENTED BY:

PHYSICIANS | SURGEONS | SCIENTISTS | PHARMACISTS | ADVANCED PRACTICE PROVIDERS | TRANSPLANT COORDINATORS  
ALLIED HEALTH PROFESSIONALS | ORGAN PROCUREMENT PERSONNEL | INDUSTRY/MARKETING REPRESENTATIVES

[atcmeeting.org](https://atcmeeting.org)

# PROMOTE YOUR CONTENT

Thank you for participating in **ATC 2021 Virtual Connect**! ATC has put together this social media toolkit to help you **promote your content**, build your network, and be seen as an industry thought-leader through content sharing.

Throughout this toolkit, you'll find important links, graphics, and grab-and-go text suitable for all social media channels. Use the tools provided to help **increase your level of exposure as a speaker moderator, and participant**, to market yourself and your content, all while helping promote this year's ATC meeting.

**Let's get started!**



# CONNECT ON SOCIAL MEDIA

Follow ATC on the social media channels below so you can stay up to date and share ATC posts with your followers and colleagues.



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



[twitter.com/ATCMeeting](https://twitter.com/ATCMeeting)



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



[linkedin.com/company/american-transplant-congress/](https://linkedin.com/company/american-transplant-congress/)

# THE OFFICIAL HASHTAG

When promoting your session(s) or posting about ATC on social media, remember to use the official hashtag for the 2021 ATC meeting in all of your posts:

**#ATC2021VirtualConnect**

# INDUSTRY HASHTAGS & HANDLES

## HASHTAGS:

#ATC #ASTS #AST

#americantransplantcongress

#transplantation #transplant

#transplanttwitter

#science #research #abstract

## HANDLES:

@ATCMeeting

@ASTSChimera

@AST\_info

@amjtransplant

# IMPORTANT LINKS

When posting on social media be sure to include the following links:



[atcmeeting.org](https://atcmeeting.org)



[atcmeeting.org/registration](https://atcmeeting.org/registration)



[atcmeeting.org/scientific-program-0](https://atcmeeting.org/scientific-program-0)



# GRAB-AND-GO POST TEXT

Copy and paste the post language to promote yourself and the ATC meeting.

I'm excited to announce that I will be speaking [moderating] at #ATC2021VirtualConnect! Join me virtually on [DATE] and be sure to attend my session, [INSERT SESSION TITLE]. Learn more at <https://atcmeeting.org/>

Registration is open for #ATC2021VirtualConnect! I'm presenting at the meeting on [INSERT SESSION DETAILS]. Industry colleagues: be sure to register and attend my session! Register at <https://atcmeeting.org/registration>



# GRAB-AND-GO POST TEXT

Copy and paste the post language to promote yourself and the ATC meeting.

Transplantation colleagues! I'll be speaking at the ATC 2021 Virtual Connect Meeting on [DATE]. Join me and 5000+ other transplantation professionals for 6 days of cutting-edge research and science! Learn more and register at <https://atcmeeting.org/>

Join the best and brightest in the #transplantation field (including yours truly!). I'll be speaking at #ATC2021VirtualConnect on [INSERT SESSION TITLE]. Register to join me!  
<https://atcmeeting.org/registration>

# GRAB-AND-GO POST TEXT

Copy and paste the post language to promote yourself and the ATC meeting.

Did you know you can earn over 200 credits/contact hours at this year's virtual ATC meeting? That's the most they've ever offered! I'll be speaking on [INSERT SESSION TITLE] on [DATE]. Attend to join me! <https://atcmeeting.org/registration>

Check out my session at #ATC2021VirtualConnect: [INSERT SESSION TITLE], ON [DATE]. The full program is live here: <https://atcmeeting.org/scientific-program-0>. Are you registered?

# GRAPHICS

Use these graphics when posting to social media. Just right-click to copy then save to your computer.





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# QUICK TIPS FOR SOCIAL MEDIA SUCCESS

- ✓ **Start your promotion** as soon as you are an approved speaker or moderator for #ATC2021VirtualConnect! This will help build interest in your participation early, leading to greater interest in your session by the time of the event. You don't need to post heavily early on, but it's great to kickstart the excitement once your engagement is confirmed.
- ✓ One month before the meeting, **plan out your promotion!** Start talking about what attendees can look forward to when connecting with you virtually. For example: live Q&A discussions, small group or one-on-one time, live video chats, etc.



# QUICK TIPS FOR SOCIAL MEDIA SUCCESS

- ✓ Make sure you use the official hashtag **#ATC2021VirtualConnect**. Every meeting has its own special hashtag to make finding and sharing content easy for everyone. Using the hashtag will ensure attendees and other speakers will see your posts so they can connect and engage with you before, during, and after the meeting.
- ✓ **Go multimedia!** Use the graphics provided in this toolkit but also consider self-shot videos. The more interesting you make your posts, the more effective and engaging they will be.



# UPDATE YOUR EMAIL SIGNATURE

Use your daily emails to promote your content! Add the Speaker or Moderator Badge below to your email signature with the following message:

I'm speaking [moderating] at ATC 2021 Virtual Connect! Join me virtually June 4 – 9, 2021. Learn more at [atcmeeting.org](https://atcmeeting.org).



Be sure to link the graphic to the ATC website:  
[atcmeeting.org](https://atcmeeting.org)

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**THANK YOU!**