

CNS 2021 VIRTUAL ANNUAL CONFERENCE

VIRTUAL POSTER EXPO

SOCIAL MEDIA TOOLKIT

APRIL 21 - MAY 15

CNS21
CONF



Canadian Nutrition Society
Soci t  canadienne de nutrition

TIPS TO SHARE YOUR POSTER

The CNS 2021 Virtual Annual Conference Virtual Poster Expo is almost LIVE!

To help spread the word about your poster at #CNS21CONF we've put together this social media toolkit complete with information and resources to promote your poster!

Don't forget to follow CNS on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) to stay up-to-date on everything leading up to the main event.

Learn how you can maximize your poster viewing and share your experience of the virtual conference with your network

HASHTAGS

The official hashtag for the CNS 2021 Virtual ANNUAL Conference is **#CNS21CONF**

Make sure to use the hashtag when tweeting - to be part of the discussion.

When tweeting about posters, make sure to use: **#CNS21CONFPOSTERS**

Use our dedicated hashtag **#CNS21CONFPOSTERS** to promote your poster and presentation to make discovering and discussion even easier.



TAG US!

TWITTER

@CNS_SCN

INSTAGRAM

@canadiannutritionociety

FACEBOOK

@canadiannutritionociety

HOW TO SHARE

Here are ways to share information about the Conference with your network:

- Live tweet from sessions, discussion forums, and the poster zoom rooms. Be sure to mention The Canadian Nutrition Society and use the hashtag **#CNS21CONF**.
- Retweet and repost live coverage coming from The Canadian Nutrition Society.
- Post photos and mention CNS and use the hashtag **#CNS21CONF** on Facebook, Instagram, LinkedIn and Twitter. You can also like and share **#CNS21CONF** posts with your audience.
- Take a great selfie, while enjoying the sessions, and post it as a story using **#CNS21CONF**.
- Watch and share **#CNS21CONF** highlights!

WHAT TO SHARE/VISUAL ASSETS

Please download the following visual assets to help spread the word about your poster at #CNS21CONF!

"Join me at CNS21CONF" – Social media banners:

Add the conference banner as your profile cover photo and help spread the word.
Virtual conference social media banners: <https://conference2021.cns-scn.ca/abstracts-intro/virtual-poster-expo/buzz-kit>

"My poster is featured at the CNS Virtual Poster Expo" – social media banners:

Post this banner to announce your poster expo page at the conference to your network. You can even personalize the banner by adding the poster title and date to the templates

SOCIAL MEDIA POST IDEAS

I am excited to announce that my abstract poster is being featured at the @CNS_SCN #CNS21CONF Virtual Poster Expo from April 21 - May 15! Register now and check it out: (link to poster page)

Interested in (Insert a topic)? Register and visit my abstract poster at the @CNS_SCN CNS 2021 Virtual Poster Expo available from April 21 - May 15! (Insert Link) #CNS21CONFPOSTERS
Counting down until the @CNS_SCN Virtual Poster Expo goes LIVE! Join me at the premier all-digital gathering of the nutrition community! Register now! #CNS21CONFPOSTERS

Excited to have my poster on [topic] featured at the @CNS_SCN #CNS21CONF Register now to check it out! (link to poster page)

My abstract is being featured at the @CNS_SCN Virtual Poster Expo #CNS21CONF! Learn more about my research on (insert topic) by registering and visiting my poster page! (insert link to poster page)

WE CAN'T WAIT!

Using the official hashtag is a best practice that helps attendees easily find our posts.

Monitoring the hashtag on social media also allows you to discover what other attendees are up to and excited about leading up to and during the event. Lastly, it provides a window into the event for users unable to physically attend the event this year.

Use existing hashtags about related topics to support more visibility: #clinicalnutrition #publichealthnutrition #nutritionscience #pediatricnutrition #foodsecurity