Social Media Posts for Promoting Your TMS2020 Symposium

This document consists of two parts: 1) A series of social media posts that you can personalize for use on your LinkedIn, Twitter, or Facebook account, and 2) General guidelines for beginners on using social media to promote your event, including information on how to shorten ProgramMaster web addresses for concise posting.

Please remember to **tag TMS in your posts**. For reference, here are links to TMS’s social media pages:

* Twitter: [@TMSSociety](https://twitter.com/TMSSociety)
* Facebook: [TMS- The Minerals, Metals & Materials Society](https://www.facebook.com/TMS-The-Minerals-Metals-Materials-Society-101838981680/)
* LinkedIn: [TMS- The Minerals, Metals & Materials Society](https://www.linkedin.com/groups/712107)

**Part 1: Social Media Posts for TMS2020 Call for Abstracts**

Personalize the following announcements with your symposium name and a link to your symposium information on [ProgramMaster](http://www.programmaster.org/tms2019) and post to your social media sites. You can select the one message you like best or use them as a series of posts over several days.

**Post #1**

**LinkedIn:**

I’m organizing the [Your Symposium Title] symposium—Submit your abstract and join leading experts in the field for TMS2020. [shortened Bitly link for symposium on ProgramMaster]

The TMS 2020 Annual Meeting & Exhibition (TMS2020) will be held February 23–27, 2020 in San Diego, California.

**Twitter:**

Join leading experts in the field—Submit your abstract for [Your Symposium Title] at #TMSAnnualMeeting: [shortened Bitly link for symposium on ProgramMaster]

**Facebook:**

I’m organizing the [Your Symposium Title] symposium—Submit your abstract and join leading experts in the field for #TMSAnnualMeeting. [shortened Bitly link for symposium on ProgramMaster]

The TMS 2020 Annual Meeting & Exhibition (TMS2020) will be held February 23–27, 2020 in San Diego, California.

**Post #2**

**LinkedIn:**

Friends & Colleagues: I’m organizing the [Your Symposium Title] symposium for the TMS 2020 Annual Meeting & Exhibition (TMS2020). Be a part of what is already shaping up to be an excellent program and submit your abstract for TMS2020. [shortened Bitly link for symposium on ProgramMaster]

TMS2020 will be held February 23–27, 2020 in San Diego, California.

**Twitter:**

Friends & Colleagues: Submit your abstract to the [Your Symposium Title] symposium at #TMSAnnualMeeting: [shortened Bitly link for symposium on ProgramMaster]

**Facebook:**

Friends & Colleagues: I’m organizing the [Your Symposium Title] symposium for the TMS 2020 Annual Meeting & Exhibition (TMS2020). Be a part of what is already shaping up to be an excellent program and submit your abstract for #TMSAnnualMeeting. [shortened Bitly link for symposium on ProgramMaster]

TMS2020 will be held February 23–27, 2020 in San Diego, California.

**Post #3**

**LinkedIn:**

Be a part of the TMS 2020 Annual Meeting & Exhibition (TMS2020)—submit your abstract to the [Your Symposium Title] symposium I’m organizing: [shortened Bitly link for symposium on ProgramMaster]

TMS2020 will be held February 23–27, 2020 in San Diego, California.

**Twitter:**

Be a part of #TMSAnnualMeeting—Submit your abstract to the [Your Symposium Title] symposium I’m organizing: [shortened Bitly link for symposium on ProgramMaster]

**Facebook:**

Be a part of the TMS 2020 Annual Meeting & Exhibition (TMS2020)—submit your abstract to the [Your Symposium Title] symposium I’m organizing: [shortened Bitly link for symposium on ProgramMaster]

#TMSAnnualMeeting will be held February 23–27, 2020 in San Diego, California.

**Post #4**

**LinkedIn:**

Submit your abstract to the [Your Symposium Title] symposium that I’m organizing for TMS2020—Let’s move our field forward. [shortened Bitly link for symposium on ProgramMaster]

The TMS 2020 Annual Meeting & Exhibition (TMS2020) will be held February 23–27, 2020 in San Diego, California.

**Twitter:**

Let’s move our field forward—Submit your abstract to #TMSAnnualMeeting symposium [Your Symposium Title]: [shortened Bitly link for symposium on ProgramMaster]

**Facebook:**

Submit your abstract to the [Your Symposium Title] symposium that I’m organizing for #TMSAnnualMeeting—let’s move our field forward. [shortened Bitly link for symposium on ProgramMaster]

The TMS 2020 Annual Meeting & Exhibition (TMS2020) will be held February 23–27, 2020 in San Diego, California.

**Part 2: General Instructions for Using Social Media**

## LinkedIn

### What is LinkedIn?

LinkedIn is a business-oriented social networking service, mainly used for professional networking. You can share thoughts, links, photos, and videos through updates to your connections (like a friend on Facebook or follower on Twitter). Note that there is a limit of 600 characters on updates, and LinkedIn does not support searchable hashtags like Twitter and Facebook. For more details on sharing an update on LinkedIn, visit the LinkedIn Help Center’s entry on [Sharing Ideas, Questions, Articles, and Links](https://help.linkedin.com/app/answers/detail/a_id/434/bid/239/pid/231).

### Mentions

A mention on LinkedIn is when you use an update to start a conversation with a connection or company by linking to their LinkedIn profile. Mentions are a way to get your update viewed by other connections or companies and to get them to contribute to your update. Please mention TMS in your updates (using the Group page—[TMS – The Minerals, Metals & Materials Society](https://www.linkedin.com/groups/712107/)) so TMS can interact with you on LinkedIn. For more details on how to mention a connection or company on LinkedIn, visit the LinkedIn Help Center’s entry on [Mentioning People and Companies in Your Updates](https://help.linkedin.com/app/answers/detail/a_id/34936/bid/239/pid/231/sbid/240).

For more detailed information on using LinkedIn, please visit the LinkedIn [Help Center](https://help.linkedin.com/app/home/).

**Twitter**

### What is Twitter?

Twitter is an online social networking site, where users post 140-character tweets, and can contain links, photos, and/or videos. If a tweet contains more than 140 characters, the tweet will be cut off after 140 characters. Tweets are posted to your profile, and will show up on the news feed of anyone who follows your Twitter account. For more information, visit Twitter’s [Getting](https://help.twitter.com/en/twitter-guide) Started and [New User FAQs](https://help.twitter.com/en/new-user-faq) pages.

### Mentions

A mention on Twitter is when you include another user’s handle (for example, [@TMSSociety](https://twitter.com/tmssociety)) within your tweet. The other user(s) will be notified that they were mentioned in a tweet, and can choose to reply to, favorite, or retweet (RT) the original tweet. Retweeting forwards the original tweet to your followers. Please mention TMS (using the handle [@TMSSociety](https://twitter.com/tmssociety)) in your tweet, and TMS will retweet to our followers. Read more about retweeting, mentions, and replies on Twitter’s [FAQs about Retweets (RT)](https://support.twitter.com/articles/77606-faqs-about-retweets-rt) page.

### Hashtags

A hashtag (the # symbol) is used to make keywords or topics in a tweet searchable. Hashtags are written without spaces. Clicking on a hashtag enables you to see all the tweets containing that same hashtag if your account is public. As a general rule, don’t use more than two hashtags in a single tweet, and, of course, only use hashtags relevant to the topic of the tweet. Please use #TMSAnnualMeeting in your tweets to be a part of the Annual Meeting conversation on Twitter. Learn more on Twitter’s [Using hashtags on Twitter](https://support.twitter.com/articles/49309-using-hashtags-on-twitter) page.

## Facebook

### What is Facebook?

Facebook is an online social networking site designed to connect users and enable them to keep in touch with others via status updates. Status updates can include photos, videos, dates, locations, tags, and even feelings, (although they do not require all of that information) and appear on the news feed of anyone who is your friend on Facebook (follows you). Your Facebook friends can like or comment on your update. For more information on posting status updates, sharing photos, or sharing links, visit Facebook’s [How to Post & Share](https://www.facebook.com/help/333140160100643/) page.

### Tagging

Tagging is a way to link to another Facebook page, user, or place via a status update or photo that you post. Tagging enables followers of the tagged user or page to see that update. So, for example, if you tag [TMS- The Minerals, Metals & Materials Society](https://www.facebook.com/pages/TMS-The-Minerals-Metals-Materials-Society/101838981680) in an update, your update will appear in the news feed of TMS Facebook followers. Please tag TMS in your updates, so TMS can share on our page. For more information on tagging and how to tag, visit Facebook’s [What is tagging and how does it work?](https://www.facebook.com/help/124970597582337) page.

### Hashtags

Just like on Twitter, a hashtag (the # symbol) is used to make keywords or topics in an update searchable. Hashtags are written without spaces. Clicking on a hashtag enables you to see all the updates containing that same hashtag if your account is public. As a general rule, don’t use more than two hashtags in a single tweet, and, of course, only use hashtags relevant to the topic of the tweet. Please use #TMSAnnualMeeting in your posts and updates to be a part of the Annual Meeting conversation on Facebook. Learn more about using hashtags on Facebook’s help section [Sharing](https://www.facebook.com/help/418076994900119/).

For more detailed information on using Facebook, please visit Facebook’s [Help Center](https://www.facebook.com/help/418076994900119/).

## Using Bitly to Shorten Long URLs

You may have noticed that URLs for ProgramMaster are long and unwieldy, especially for posting on social media. Bitly is a free web service that automatically shortens URLs for you (to 22 characters). You do not need an account to use Bitly. Simply go to the [Bitly website](https://bitly.com/), and enter your long URL in the box at the top right corner of the page, then click the “Shorten” button.



Bitly will then take you to a new page with your shortened link. From there, just click the “Copy” button and you can paste the new link on Facebook, LinkedIn, or Twitter.

