2024 ASH Annual Meeting and Exposition
Presenter Social Media Toolkit

ASH looks forward to welcoming you to the 2024 ASH Annual Meeting and Exposition in San Diego, California, from December 7-10, 2024. To help you share your exciting participation and research with your network, we have prepared this social media toolkit. This resource includes sample posts, tips for effective engagement, guidelines for sharing your research responsibly, and ASH-approved graphics to enhance your announcements.

Remember to use the official hashtag **#ASH24** and tag **@ASH_hematology** in your posts to connect with fellow attendees and increase your reach. Let's come together to showcase the latest advancements in hematology and foster meaningful connections within our global community.

Get ready to make your mark at #ASH24 – your groundbreaking research deserves to be shared with the world!

If you have any questions or need additional resources, please contact the ASH marketing team at marketing@hematology.org. Thank you for your partnership!

Please note, ASH has established media guidelines for institutions and companies issuing press releases about studies accepted for presentation at the ASH annual meeting. **NOTE: Unauthorized use of the ASH logo is prohibited.**

Access the Guidelines >>

Sample Posts for Various Social Media Platforms

Twitter/X
1. **I'm Presenting:** Thrilled to announce that I'll be presenting my abstract "[TITLE]" at #ASH24! Join me on [DATE] at [TIME] in [LOCATION]. Let's discuss [BRIEF TOPIC]!
2. **General Announcement:** Excited to be part of #ASH24 in San Diego! I'll be sharing insights on [TOPIC]. Can't wait to connect with fellow #hematology professionals!
3. **Networking Invitation:** Who else is attending #ASH24? Let's connect and discuss the latest advancements in #hematology!

Facebook/LinkedIn
1. **Presentation Announcement:** I am honored to present my research titled "[FULL TITLE]" at #ASH24 in San Diego on [DATE]. My presentation will focus on [BRIEF DESCRIPTION OF STUDY/FINDINGS]. I invite you to join me at [LOCATION] and engage in discussions about our field's future! @American Society of Hematology
2. **Engagement Post:** Are you attending #ASH24? Come see me present my research on [TOPIC]. Let's connect! I'm eager to discuss the latest research and innovations in hematology. See you in San Diego! @American Society of Hematology

Instagram
1. **Highlighting Your Presentation:** 📣 Exciting news! I was chosen by @ASH_hematology to present my abstract "[TITLE]" at the 2024 ASH Annual Meeting in San Diego, December 7-10! Join me at [LOCATION] on [DATE] for insights into [BRIEF TOPIC]. Can't wait to see everyone there! #ASH24
2. **Networking Invitation:** 🤝 Are you attending #ASH24? Come see me present my research on [TOPIC]. Let's connect! I'm looking forward to meeting fellow researchers and discussing the latest advancements in hematology. Drop a comment if you're going! @ASH_hematology

Tips for Effective Social Media Use During the Conference
- **Use Hashtags:** Always include the official hashtag #ASH24 in your posts to enhance visibility and engagement.
- **Post Real-Time Updates:** Share live updates from sessions you attend, including key takeaways and personal insights.
- **Engage with Others:** Like, comment, and share posts from fellow attendees to foster connections and discussions.
- **Visual Content:** Use photos and videos of presentations, networking events, or interesting posters to make your posts more engaging.
- **Follow ASH Accounts:** Stay updated by following ASH on X, Facebook, LinkedIn, and Instagram for important announcements and highlights.

Guidelines for Sharing Research Responsibly

- **Respect Embargo Policies:** Ensure that any research shared complies with embargo rules if applicable.
- **Obtain Permissions:** Always get permission before sharing others' data or images from presentations.
- **ASH Logo Usage:** DO NOT use the ASH logo without express permission from ASH.
- **Clarify Your Opinions:** Distinguish between personal opinions and facts from your research or presentations.
- **Patient Privacy:** Never share identifiable patient information or sensitive data without consent.
- **Contextualize Findings:** Provide context for any statistics or findings shared to avoid misinterpretation.

#ASH24 Social Graphics

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