# HOW TO PROMOTE YOUR SESSION AT I/ITSEC 2022

You are putting in a lot of hard work to prepare for your session, and we encourage you to help spread the word about your session and the great work you are doing. Social media is a helpful tool for promoting your presentation. Learn how to do so — simply — before, during, and after I/ITSEC 2022.

## UPDATE YOUR EMAIL SIGNATURE & BIO IN SUBMISSION PORTAL

- **Use your email signature** to share your presentation date/time and link to I/ITSEC website

**SAMPLE TEXT:** I am presenting at I/ITSEC 2022! Join me at date/time #iitsec

- **Update your bio** in the I/ITSEC submission portal, this will be available in the mobile app 2 weeks prior to I/ITSEC opening

## BEFORE THE MEETING: MAKE CONNECTIONS

It's important to share why your presentation is important to you and/or why your friends and peers would be interested in the presentation.

- **Start using the I/ITSEC hashtag** ahead of time: **#iitsec**
- **Send personal invitations:** Use Facebook, Twitter, and LinkedIn messages to invite colleagues to attend your presentation. This is a good time to reach out to potential collaborators and other presenters!
  - ›› Tell them where and when you'll be presenting and invite them to connect with you afterwards.
- **Post teasers:** For your presentation, take the slides that feature a few of your key statistics and quotes and share them in the days leading up to your presentation. Remind people where they can come and see you to learn more.
  - ›› You can tweet a direct link to your session through the meeting website! Direct them to your session on the mobile program at
    https://www.xcdsystem.com/iitsec/program/CvRhRFA/index.cfm

## DURING THE MEETING

- **Amplify other presenters:** Attend the sessions of the other speakers, quote them, and repost content they've shared on their social media accounts.
- **Connect on social media:** When you're networking with attendees and organizers, connect with them on social media so you can easily stay in touch.
- **Post an hour** before your session to create excitement.
- **Live Tweet your presentation:** Cue up some posts to go up during your presentation time! You can use apps like Hootsuite, Tweetdeck or Buffer to schedule posts ahead of time.

## INTERACT AND KEEP PARTICIPATING

- **Every interaction counts!** If people have liked your posts on social media, quoted you or shared an insight about your presentation, reply to them.
- **Collect any social media posts** about your presentation and save them – you can take screenshots so that you can use them later.
- **Connect with people** on LinkedIn, Twitter, and other social media sites. Give out your handles as you would your business card.
- **Keep participating in the conference:** Remember that the conference doesn't end after your presentation. Stay in the conversation by attending other sessions and connecting with attendees, speakers, and potential collaborators.
- **After the meeting:** Continue posting about subjects that are relevant to field to stay connected to others in your field and spread the word about your session, research, and company.
- **Repository:** All papers will be posted the week after I/ITSEC into the repository, be sure to share this news on your social media and throughout your network.

Use the official I/ITSEC social media Image in your post! Download here.

## CONNECT WITH I/ITSEC THROUGH THE OFFICIAL SOCIAL MEDIA CHANNELS

**FACEBOOK**
http://www.facebook.com/IITSEC

**LINKEDIN**
http://www.facebook.com/IITSEC

**TWITTER**
http://www.twitter.com/iitsec