

I'm presenting! Now what?

12 WAYS TO PROMOTE YOURSELF AND YOUR WORK

Use these quick, easy tips to promote yourself and your work. Get the most out of your participation with SPIE by sharing what you are doing with your network—they can help you succeed.

Email

- **Share a webpage**

Pages on www.spie.org (and many other sites) can easily be shared via email by using the share feature. Click the button (shown below), select “more” and choose the appropriate email option, add your comments and send.

- **Use the “Forward to a friend” email**

When registering for the event, click “forward to a friend” to access a pre-written email ready to send. For more impact, you can edit the text or add a personal note about your participation.

- **Add information to your email signature**

Check your organization’s policy, but many will allow you to add a personal note below any required signature information. Example: Interested in my work? Check out this upcoming presentation.



“Email” and “Share”

Low-touch social media options on LinkedIn, Twitter, Facebook, etc.

- **Share a webpage**

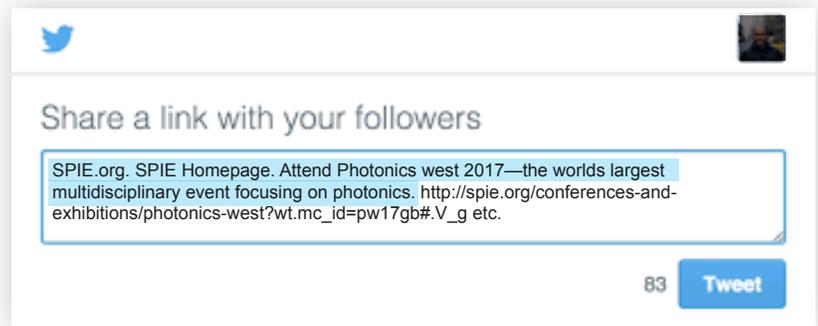
Pages on www.spie.org (and many other sites) can easily be shared by using the share feature. Click the share button, select the platform, edit or add your comments, and send.

- **Follow SPIE, then like and/or share appropriate posts**

Find a list of applicable SPIE accounts at www.spie.org/PromoteMe and share away!

- **Contact your organization’s social media person (or PR or marketing department)**

Your organization would probably love to help you promote what you are doing and many are willing to create the post and send it from the organization’s account. Extra tip: For more impact you could share that post.



Create your own social posts on LinkedIn, Twitter, Facebook, etc.

- **Use the official SPIE event hashtag**

By using #photonicswest you will make it easy for others interested in the event to find your post and potentially share it with their followers.

- **Use applicable topical hashtags**

Find relevant hashtags to your topic such as #BiomedicalOptics #lasers #optoelectronics #nanophotonics #sensors #photonics #optics #imaging #litho #Lifi to get noticed and shared by others interested in the same topics.

- **Tag SPIE**

We want to share your post! Tag us so we see your post and share it with our followers. Find the list of applicable accounts at www.spie.org/PromoteMe

- **Tag key organizations**

Include the organization you work for, key contributors, or other organizations/people you think may be interested in the information you are sharing. That way they can easily find and share your post with their followers.

- **Don't be afraid to post multiple times**

You don't want to lose all of your followers by over doing it, but things get buried in a feed quickly so don't be afraid to post about something more than once. For example, you could announce your participation, in a later post share your session title, times and dates can be shared later, then send a few reminders before your presentation, and don't forget to share how it went during/after the event.

- **Include a photo or video**

People love seeing something other than just text. You can use SPIE images (download at www.spie.org/PromoteMe), or use your own photo: an archived photo, snap a behind the scenes photo from your phone (always popular!), create a photo collage using an app such as PhotoGrid. You can also record a quick video on your phone or use an app such as Boomerang.



Example text for posts:

Announce I will be speaker at event:

Excited to share I will be speaking @PhotonicsWest in January on Advances in Noninvasive #Optical Biopsy #PhotonicsWest 2017

Session details (with use of the SPIE bitly link)

Check out my Feb 1 talk on 250W #EUV Light Source for HVM #Lithography @PhotonicsWest <http://bit.ly/2dd2pSH>

Share while at the event on Instagram/Twitter

Session starts in 5 min! #BiomedicalOptics #research #PhotonicsWest @SPIEevents

Thank you after the event

Thank you to everyone who attended my #nanophotonics session @PhotonicsWest 2017 - what a great experience

Looking for more resources? Check out some of these links for more ideas:

www.socialmediaexaminer.com, <http://www.utc.edu/university-relations/social-media/best-practices.php>, <http://sproutsocial.com/insights/social-media-etiquette/>

SPIE.