

Share your conference's call for papers with your network

Tips and tricks for promoting your Photonics West conference via social media and email

First things first, follow SPIE on social media.

Always tag SPIE in your social media posts.
#PhotonicsWest



LinkedIn:

[linkedin.com/company/spie](https://www.linkedin.com/company/spie)



Twitter:

[@PhotonicsWest](https://twitter.com/PhotonicsWest)



Facebook:

[@SPIE.org](https://www.facebook.com/SPIE.org)



Instagram:

[@SPIEphotonics](https://www.instagram.com/SPIEphotonics)



Components of a perfect post

The following elements make a great post. Be sure to include them whenever you promote your call for papers on social media.

- Include an image or video, either one that SPIE provides or a screenshot from the conference page. Bonus: if you are posting to LinkedIn, you can upload your call for papers flyer.
- Tag others involved in the event – co-chairs, program committee members, confirmed speakers, sponsors, etc.
- Don't forget to include the URL to the submission page



Components of a promotional email signature

Promote the meeting and call for papers by adding a temporary line in your email signature. Hyperlink the sentence to direct people to the submission page for the conference.

Jane Photon

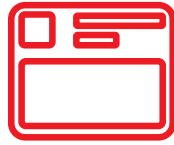
Professor of Electrical Engineering
University of Photonics

+1 555 555 5555

Your Email

Your Website

[Share your work on biomedical optics at Photonics West!](#)



Spread the word

Use these templates as a starting place when sharing details about the conference with your network via social and email. **Edit each example to fit your own conference.**



*As one of the Conference Chairs of @PhotonicsWest, I invite you to submit your research and join me in San Francisco. My conference is titled **[NAME]**. Submit your paper by **[DATE]**. See you there! spie.org/Photonics_West*



*I look forward to co-chairing the **[NAME]** conference at #PhotonicsWest in January. We plan to bring together an interdisciplinary group of scientists and engineers to share, collaborate, and learn. Please join us and present your latest work on ultrafast lasers. Abstract deadline is **[DATE]**: spie.org/Photonics_West*



*Join the **[NAME]** conference @PhotonicsWest! Submit your work on microfabrication and present your results among leaders in the #photonics community. We can't wait to see you there. Abstract deadline is **[DATE]**. spie.org/Photonics_West*



In our upcoming conference at SPIE #PhotonicsWest, we will bring together experts from academia, industry, and government to discuss biophotonics. There is still time to submit an abstract and join us. Please send me a message if you have any questions. We look forward to your contributions: spie.org/Photonics_West



*Hello **[colleague name]**,*

*I am one of the chairs of the **[NAME]** conference at SPIE Photonics West, and I want to invite you and your **[students/colleagues]** to submit your work to our open call for papers. Our conference covers various topics in optoelectronics, including silicon photonics and semiconductor lasers. Given your recent work, I thought this conference might interest you. Our abstract submission deadline is **[DATE]**. Feel free to reach out with any questions. spie.org/Photonics_West*

*Warm regards, **[your name]***