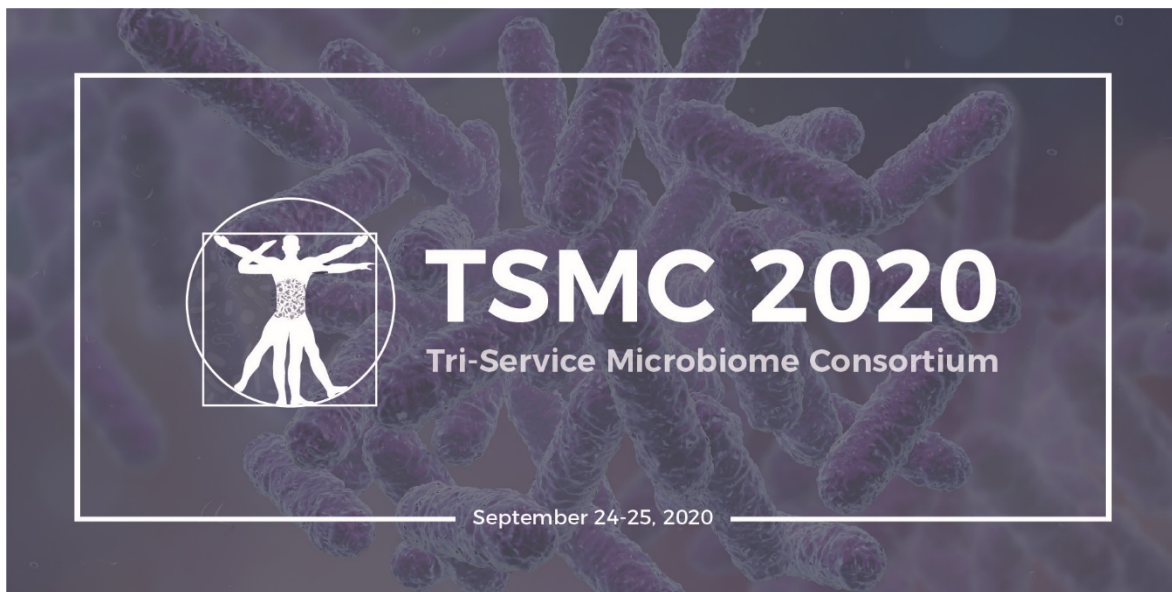


Social Media Guide

Social media is a great way to connect with attendees and presenters before, during, and after the event!

- **Live-tweet updates** on Twitter and **post in the TSMC groups** on [Facebook](#) and [LinkedIn](#).
- Not sure what to post? **Customize some of these examples** to get the conversation started.
- Remember to **use the event hashtag #TSMC2020** so others can find your posts during the event.
- **Try adding images** to your post to increase engagement. Here's a TSMC graphic you can use if you like:



Before the Event

Encourage people to **register and join the Facebook and LinkedIn groups**, as well as post about talks they're looking forward to.

Examples:

“There’s still time to register for #TSMC2020! We’ve got a great lineup of speakers and opportunities to connect, so make sure you join us. Learn more and register on the website: www.ues.com/tsmc2020.”

“Can’t wait for #TSMC2020! What talks are you looking forward to this year? Still need to register? Do that here: www.ues.com/tsmc2020.”

During the Event

Engage around the topics and encourage others to do the same. During the presentations, **try quoting great points or talking about your takeaways.**

Examples:

“[quote from presentation] – [speaker’s name] #TSMC2020

“Great start to #TSMC2020! I loved [speaker’s name]’s talk on [speaker’s topic]! Did you tune in? What did you think?”

“Today’s #TSMC sessions were packed with excellent presentations! Can’t wait to discuss them more and catch up with everyone during the Networking Social!”

“Day 1 of #TSMC was a great success! What was your favorite session?”

“Looking forward to another full day of #TSMC2020! Who’s tuning in today?”

After the Event

Continue conversations centered around the sessions and encourage attendees to complete the survey.

Examples:

“Thank you so much for joining us virtually this year for #TSMC2020! What were your favorite parts of the event?”

“We hope you enjoyed #TSMC2020! Please remember to take our post-event survey to help us improve this and other virtual events.”