



Social Media Toolkit

For Attendees, Presenters, Sponsors & Exhibitors

We've put together this Social Media Toolkit with samples and images so you'll have everything you need to show the world your commitment to excellence in the screening profession.

Remember to mark yourself as "attending" on the [LinkedIn](#) event page!

STEP 1: Follow our social media channels

Twitter: [@PBSA](#)

Facebook: [@ThePBSA](#)

LinkedIn: [@PBSA](#)

STEP 2: Use the hashtag

Use the hashtag #PBSA22 when you post and remember to tag PBSA. Using the official hashtag #PBSA22 helps make it easy to find posts by your fellow conference attendees.

STEP 3: Use our free images and sample posts

Feel free to copy and paste any of these sample social media messages to share on social media -- or create your own! Remember to use #PBSA22 and tag PBSA on Facebook, Twitter, and LinkedIn.

SAMPLE POSTS

ATTENDEES

Pre-Conference

- I can't wait for #PBSA22! If you haven't yet registered, there's still time to join us in Denver. I'd love to see you there! <https://thepbsa.org/events/2022-annual-conference/>
- Can't wait for #PBSA22! Join me for education and networking at the (Tag PBSA) Annual Conference. <https://thepbsa.org/events/2022-annual-conference/>
- Counting down the days until #PBSA22! I'll be learning from amazing industry experts and networking with colleagues at the (Tag PBSA) Annual Conference. <https://thepbsa.org/events/2022-annual-conference/>

During Conference

- I'm at #PBSA22 this week in Denver. The sessions have been jam-packed as always, but the best part is seeing my friends and screening colleagues! <https://thepbsa.org/events/2022-annual-conference/>
- It's been wonderful to be reunited with my (Tag PBSA) friends at this year's #PBSA22! <https://thepbsa.org/events/2022-annual-conference/>
- I'm attending the (Tag PBSA) Annual Conference! Excited to expand my skill set with the educational sessions and meet new colleagues at #PBSA22. <https://thepbsa.org/events/2022-annual-conference/>

PRESENTERS

- Need to learn more about [insert general topic]? I'm presenting [insert session title] at the (Tag PBSA) Annual Conference. Register now to save your seat at #PBSA22! <https://thepbsa.org/events/2022-annual-conference/>
- [insert general topic] can be a challenge, but join me for [insert session title] at #PBSA22 where I'll share from my experience as [insert area of expertise]. Can't wait to present at the (Tag PBSA) Annual Conference! <https://thepbsa.org/events/2022-annual-conference/>
- Don't miss my session at #PBSA22! I'll be sharing from my experience as [insert area of expertise]. Register now for the (Tag PBSA) Annual Conference: <https://thepbsa.org/events/2022-annual-conference/>

SPONSORS & EXHIBITORS

- We're proud to sponsor the (Tag PBSA) Annual Conference! Visit our booth at #PBSA22 to learn more about [insert products/services]. <https://thepbsa.org/events/2022-annual-conference/>
- Looking for solutions? Find us at #PBSA22! The (Tag PBSA) Annual Conference is an excellent opportunity to advance your business with education, networking and solutions. Learn more: <https://thepbsa.org/events/2022-annual-conference/>
- What are your business challenges right now? Stop by our booth at #PBSA22 for a chat with [insert staff name] about how [business name] can support your business needs. <https://thepbsa.org/events/2022-annual-conference/>

IMAGES

[General Conference Graphic](#)

[Attendee Graphic](#)

[Sponsor Graphic](#)

[Exhibitor Graphic](#)

[Presenter Graphic](#)

EDITABLE IMAGE TEMPLATES

Copy these Canva image templates to customize a social media post with your photo or logo!

[Editable Canva Templates](#)