

2017 SQF International Conference Speaker Media Toolkit

A Safer World. A Smarter You.

Thank you for your involvement and support in the development of this year's SQF International Conference. We appreciate the time and effort you have invested in sharing your food safety insights and experiences with your peers, and I'm excited to note that 2017 will mark the 12th Anniversary of the SQF International Conference!

Below, are some helpful tools to make your content and presentation extend further and engage in meaningful dialog with others on your topic using social media.

As a speaker at SQF International Conference, SQFI welcomes you to join the conversation on social media both before and during the event. I've provided some resources and best practices to help. No matter your current activity level on social media, we encourage you to give some or all of these ideas a try!

I am here to assist you in any way and to help maximize the benefits of your hard work.

1) Connect with SQFI: *Before you attend, be sure you're following us on social media and receiving our information. Here's how:*

- Follow [@SQFI](#) on Twitter
- Like us on [Facebook](#)
- Connect with us on [LinkedIn](#)

Use the hashtag **#SQFLearning** in your posts

Once you have connected with us, help us connect with you. Be sure to share your social media handle with me so I can follow you and help promote your conference -related posts.

2) Promote Your Role in the SQF International Conference

Leading up to the event, work your network and share insights into your presentation. It's a best practice to share on social media that you will be speaking and give your audience a taste of what you will be covering. Here are some sample social media posts with yellow highlights you can customize. You can shorten links using a free resource called [Bitly](#).

I'll be speaking at SQF International Conference on **YOUR TOPIC**. **RT or LIKE** if you'll be there!
#SQFLearning

PROVIDE A STAT OR RESEARCH FINDING Learn more during my session **#SQFLearning** **LINK TO YOUR SESSION DESCRIPTION**

I'll be taking part in **#SQFLearning** & speaking on **YOUR TOPIC DETAILS** Join me! **LINK TO YOUR SESSION DESCRIPTION**

Heading to Dallas for some #SQF Learning, here is the link to my session & what to expect: **YOUR TOPIC DETAILS LINK TO YOUR SESSION DESCRIPTION**

3) Include an image in your post by copying, saving and attaching this one:



4) Provide Your Details to Attendees: *Be sure to include both your Twitter handle and the event hashtag #SQF Learning on your presentation slides. If you do not have a Twitter handle, consider including your company's handle.*

Note: The best places to include your social media details are the title page and the upper right-hand corner of your presentation slides. This helps to increase the visibility of your social media profiles and encourages active participation from your audience. If you are speaking on a panel, be sure to still include your social media information on your introductory slide.

5) Share Insights on Social Media Throughout the Conference: *Here are a couple of best practices for promoting your session during the conference.*

Live Session Tweeting

An effective way to engage your session attendees is to incorporate live tweets about your presentation during your session. Work with your organization's social media team to see how you can encourage participation from your session attendees through live-tweeting your handle or the hashtag: **#SQF Learning**. This is a great way to gather more followers and boost audience engagement.

Mention your Resources

If you are including additional materials in your presentation, we encourage you to share those on social media before, during, or after your session. Again, let your session attendees know to look for these on social media. During your session, perhaps have a colleague capture a photo of your presentation to share on social media. You can shorten links using a free resource called **Bitly**. Link: <https://bitly.com/>

Show Others Some Love!

If people are posting on social media about your session, be sure to thank them afterwards or respond to any of their questions or comments. Also, remember to share highlights from other sessions you attend and your overall SQF conference experience using the hashtag **#SQF Learning**. Remember, a picture is worth a thousand words!

I hope this toolkit contains some valuable tips and resources to help you maximize your use of social media, and I'm looking forward to seeing you in Dallas for the 12th annual SQF International Conference.

P.S. Don't forget to wear your Cowboy Hat and Boots!!



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