



Presenter Social Media Toolkit

Virtual is powerful. The 2020 PBSA Annual Conference, September 14-15, 2020, will be our best conference yet. 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.

STEP 1: Follow our social media channels

Twitter: [@PBSA](https://twitter.com/PBSA)

Facebook: [@ThePBSA](https://www.facebook.com/ThePBSA)

LinkedIn: [@PBSA](https://www.linkedin.com/company/pbsa)

STEP 2: Use the hashtag

Join the conversation! Use the hashtag #PBSA20 when you post and remember to tag PBSA. Using the official hashtag #PBSA20 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 #PBSA20 and tag PBSA on Facebook, Twitter, and LinkedIn.

SAMPLE FACEBOOK POSTS

- I'm presenting at @ThePBSA! Register now to join me for the virtual Annual Conference #PBSA20. <https://www.thepbsa.com/>

- Need to learn more about [insert general topic]? I'm presenting [insert session title] at the virtual @ThePBSA Annual Conference. Register now to save your seat at #PBSA20! <https://www.thepbsa.com/>
- Don't miss my session at #PBSA20! I'll be sharing from my experience as [insert area of expertise]. Register now for the virtual @ThePBSA Annual Conference: <https://www.thepbsa.com/>

SAMPLE TWITTER POSTS

- I'm presenting at @PBSA! Register now to join me for the virtual Annual Conference #PBSA20. <https://www.thepbsa.com/>
- Need to learn more about [insert general topic]? I'm presenting [insert session title] at the virtual @PBSA Annual Conference. Register now to save your seat at #PBSA20! <https://www.thepbsa.com/>
- [Insert your general topic] can be a challenge, but join me for [insert session title] at #PBSA20 where I'll share from my experience as [insert area of expertise]. Can't wait to present at the virtual @PBSA Annual Conference! <https://www.thepbsa.com/>

SAMPLE LINKEDIN POSTS

- I'm honored to be a presenter at the upcoming virtual @PBSA Conference! Can't wait to share my experience as [insert area of expertise] to advance excellence in the screening profession. Register now to join me at #PBSA20. <https://www.thepbsa.com/>
- Need to learn more about [insert general topic]? I'm presenting [insert session title] at the virtual @PBSA Annual Conference. Register now to save your seat at #PBSA20! <https://www.thepbsa.com/>
- [insert General topic] can be a challenge, but join me for [insert session title] at #PBSA20 where I'll share from my experience as [insert area of expertise]. Can't wait to present at the virtual @PBSA Annual Conference! <https://www.thepbsa.com/>

FREE TO USE SOCIAL MEDIA IMAGES

Click links for full size images

[Facebook & LinkedIn Image](#)

[Twitter Image](#)

[Instagram Image](#)



September 14-15, 2020 | Virtual Conference

Register at www.thepbsa.org

#PBSA20