



Attendee 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

- Can't wait for #PBSA20! Join me for education and networking at the virtual @ThePBSA Annual Conference. <https://www.thepbsa.com/>

- Looking forward to great education and networking at the virtual @ThePBSA Annual Conference! #PBSA20 <https://www.thepbsa.com/>
- Counting down the days until #PBSA20 with @ThePBSA! I'll be learning from amazing industry experts and networking with colleagues all over the world -- will you be there? <https://www.thepbsa.com/>

SAMPLE TWITTER POSTS

- Can't wait for #PBSA20! Join me for education and networking at the virtual @PBSA Annual Conference. <https://www.thepbsa.com/>
- I'm looking forward to learning and networking with others who are committed to advancing excellence in the screening profession at the virtual @PBSA Annual Conference! #PBSA20 <https://www.thepbsa.com/>
- Counting down the days until #PBSA20! Learning from amazing industry experts and networking with colleagues all over the world -- the virtual @PBSA can't be beat. <https://www.thepbsa.com/>

SAMPLE LINKEDIN POSTS

- I'm attending the virtual @PBSA Conference! Excited to expand my skill set with the educational sessions and meet new colleagues all over the world at #PBSA20. <https://www.thepbsa.com/>
- I'm committed to excellence in the screening profession. Looking forward to great education and networking at the virtual @PBSA Annual Conference! #PBSA20 <https://www.thepbsa.com/>
- Counting down the days until #PBSA20! Looking forward to learning from amazing industry experts and networking with colleagues all over the world at the virtual @PBSA Conference. <https://www.thepbsa.com/>

FREE TO USE SOCIAL MEDIA IMAGES

Click links for full size images

[Facebook & LinkedIn Image](#)

[Twitter Image](#)

[Instagram Image](#)

I'M ATTENDING

MAKE WAY FOR
EXCELLENCE 2020 PBSA Annual Conference

September 14-15, 2020 | Virtual Conference

Register at www.thepbsa.org

#PBSA20