

Stakeholder Participation Instructions

*Stakeholders are your Board Members, Speakers, and even Exhibitors. You choose who you want to participate!

Dear <Name Here>,

The <Conference Year and Name> has gone Social! We are proudly hosting a page on Facebook, tweeting on Twitter, connecting on LinkedIn, and streaming on YouTube. In order to make these outlets the most beneficial for our members and the organization, we need your participation! Unlike a website, Social Networking is a two way conversation. Members will feel more comfortable participating in the discussion if they see that several conversations are already happening.

These networking outlets are very beneficial to connect with the attendees of our conference. Please help us by:

Board Members: As experts and leaders in the organization, this is your chance to connect with members and learn more about what their interests and questions are. Try starting a conversation by posting a question. Respond to others posts. If you find that there is someone who seems to share a common interest or someone who could benefit from your mentorship, make arrangements to meet them at the opening reception. We ask that each board member posts a question, comment, or article, and also responds to another post once a week on Facebook and LinkedIn.

Speakers: The opportunity to share your message is constantly growing, and we invite you to share with our membership. Please post your video relating to the presentation you will give on our YouTube Page. Also, we invite you to share questions or updates on our Facebook Page. Please use our hashtag when tweeting anything that might interest our membership on your Twitter Page too.

Exhibitors: Are you doing anything exciting in your booth? We invite you to post up to 5 messages to inform our members about your exhibit and location. Please be sure to include more than just a booth number!

If you are not a social networking user, please visit *<futurewebsitehere>* for simple instructions to set up your account.