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A black plastic toolbox with a handle and a red label. The toolbox is shown from a slightly elevated angle, with its handle at the top. The red label is centered on the front of the toolbox and contains the text "SRC ORGANIZER PROMOTIONAL TOOLKIT" in white, bold, sans-serif capital letters. The toolbox has a textured, ribbed surface.

# **SRC ORGANIZER PROMOTIONAL TOOLKIT**

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# FASEB CAN HELP YOU PROMOTE YOUR SCIENCE RESEARCH CONFERENCE (SRC)

The purpose of the Organizer Promotional Toolkit is to explain all of the tools that FASEB's Marketing and Communications Department has created to promote your conference. The promotional tools have been customized for you and your SRC, so that they're easy to use.

## PROMOTING YOUR CONFERENCE

We believe that the success of the SRCs is a collaborative effort between FASEB and conference organizers. FASEB provides marketing support for the whole series of Science Research Conferences.

Since organizers are notable in their respective fields, you have many connections and colleagues who will be interested in the content that your conference will be offering. Tapping into those connections is usually key for successful conferences. This can be done in various ways, including sending emails to colleagues, promoting your

conference during other presentations, and using social media to promote your conference. The Marketing Quick Start for Organizers, found on the Organizer Quick Start Guides page in the MemberClicks portal, also has valuable information about marketing opportunities to maximize the success of your conference.

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## WHAT'S IN THE PROMOTIONAL TOOLKIT?

You'll find information in the toolkit that will help you promote your conference. The kit includes templated language for emails and social media posts, customized graphics, and a link for a promotional video.

### PowerPoint Slide and Flyer

We provide a slide for you with customized information about your conference. If information changes, or if you want to add more information, you can easily alter the text on the slide. The slide also has a dual purpose and may be printed as a flyer to post on bulletin boards, walls, or anywhere you deem necessary.



### Customized Social Media Graphic

Images always enhance your messaging on social media by drawing the audience in to pay attention to your messaging. A customized graphic sized to use on Twitter, Facebook, or LinkedIn is also included in your kit.



### Email Signature Graphic

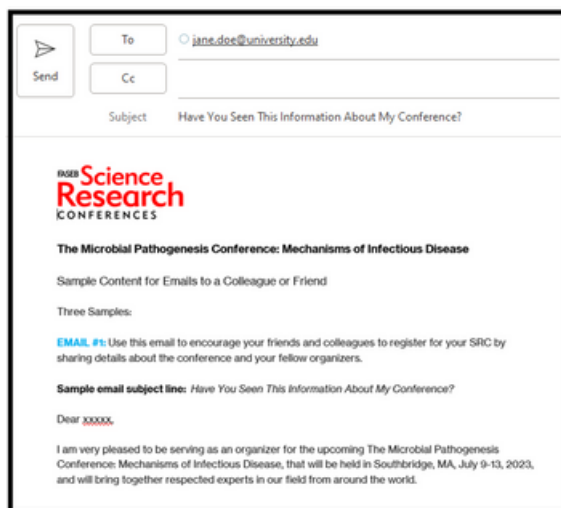
An email signature graphic is a great way to subtly let your audience know about your upcoming conference. It is also a great way to build brand awareness about your meeting.



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## Email Templates

FASEB will be deploy an email campaign for each conference that contains a set of emails geared towards specific aspects of your conference. However, personal invites to your peers and colleagues have worked very well in the past and add a personal touch to messages. We've included three sample emails in the toolkit that you may use to send to potential attendees. These emails vary by subject and include topics that introduce the conference, ask people to save the date for the meeting, and ask them to sign up for emails to receive conference updates. The content has been individualized for each conference and you can simply copy and paste the information into your email program.



## Promotional Video

We have created a short, customized video for your conference that you can share with your peers and colleagues. It is no longer than one minute long and contains useful information about your SRC. Send the file or the YouTube link: <https://bit.ly/3zmCGDZ>



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# HOW TO USE THE TOOLS IN THE KIT

## Email Templates

Sending personal emails from your own account to the professional and personal accounts of your colleagues and friends is extremely useful and has a significant impact on attendance. They offer a personal touch that is inviting, provides context, and helps build relationships with your audience in a different way than an email from a company or organization.

Additionally, you can check with your university or institution's web, digital communications, or marketing staff and provide the email to them as another means to distribute information on your behalf.

## Slide/Flyer

Slides may be used if you have the opportunity to speak to an audience where potential conference attendees may be present. Examples include speaking at another conference, a staff meeting, or in your professional presentations. It can be used to raise

awareness and interest in your SRC throughout the year.

The slide can also be printed and used as a flyer that is posted in a lab, on bulletin boards, or in any other physical location where you want people to be aware of your conference. To print the slide as a flyer, open the document, click on "File" in the menu and then select "Print." The document may also be attached to an email message and sent as an attachment.

## Social Media Graphics and Posts

The graphic in the toolkit is sized specifically for Twitter and may be used on your personal or lab Facebook page or LinkedIn. In reviewing various social media platforms, we see higher engagement and usefulness for work-related content on Twitter and LinkedIn. Images are used to enhance your messaging on social media posts, so the graphic that we provide can be used to enhance your messaging.

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### Email Signature

Use this personalized digital banner in your email signature in order to bring awareness to your SRC. The graphic can also be displayed on your university, lab, or institute websites and e-newsletters as a web banner. Additionally, it can even be shared with your partner organizations for posting on their websites or e-newsletters.

### Promotional Video

These short, teaser videos may be used in a variety of ways to give potential attendees a short glimpse into what to expect at your conference, and why they should attend. The video also includes your conference location, dates, and the conference focus.

Feel free to send the video file or YouTube link in emails, have the video embedded in your university or lab website, and post the video on your social media channels. You may also share the video with your invited speakers and chairs. Urge them to distribute it to their friends and colleagues via email and social media.

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# SOCIAL MEDIA POSTS

## Goals for Social Media

The goal of using social media is two-fold: to build awareness and to engage audiences. To achieve these goals, our approach requires the participation of both FASEB and organizers.

## FASEB Social Media Posts

FASEB will provide posts on Twitter and LinkedIn for conferences that announce important dates surrounding your conference. These types of posts help the audience become aware of your conference, while also providing important milestone information.

## Social Media Post Tips

Social media posts that receive the most engagement are personable and offer information that is exciting, intriguing, and interesting. Attendees will be interested in your take on this type of information so share your content with them on social media.

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# SOCIAL MEDIA TIPS

To jumpstart your thinking about social media posts, we are providing examples of posts that are both engaging and non-engaging. The intention of social media is to create posts that are engaging.

## Engaging Social Media Posts



Morgan Taylor, a presenter at [#EDSRC22](#), is this year's recipient of ASIP's Women in Pathology Award, in recognition of her research in pathology. Make plans now to hear about her research at [#EDSRC22](#) on May 18. [www.faseb.org/edsr22](http://www.faseb.org/edsr22)



Anne Lassiter, keynote speaker at [#EDSRC22](#), published an article on cell biology in Cell Journal [link to article]. Hear Lassiter delve into this topic at [#EDSRC22](#).

## Non-engaging Social Media Posts



Join FASEB and [@ShelbyM](#) at the Novel Approaches for Cellular Therapies Conference, exploring strategies to identify novel immune targets. Register now: <https://bit.ly/306mT99>



Shelby Morgan, PhD, is organizing a conference on novel approaches for cellular therapies on May 18. Save the date!





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## WANT TO LEARN MORE?

Check out the FASEB SRC Organizer Marketing Quick Start for an overview of the most successful SRC marketing approach and process. Interested in jumping into the social media mix? The FASEB SRC Media Tip Sheet can guide you on how to kick off your social media marketing. Both of these documents may be found on MemberClicks Organizer Quick Start Guides page.

Contact FASEB's Marketing and Communications Department at [marketing@faseb.org](mailto:marketing@faseb.org) with any questions or requests you may have that deal with promotional support.

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