



45<sup>th</sup> Annual Meeting & Scientific Sessions



Exhibitor/Supporter Resources

[ishlt.org/ishlt2025](https://ishlt.org/ishlt2025)

## SOCIAL MEDIA

Here are some tips to use your social media profiles to promote your participation in and support of the ISHLT 2025 Annual Meeting & Scientific Sessions in Prague.

- Use a variety of social networks. Facebook, X, LinkedIn, Mastodon, Bluesky, and Instagram are all useful platforms to reach the audience that attends ISHLT2025.
- Be specific. Be sure to tell your audience exactly how you're participating in the meeting. If you're holding an industry symposium, tell them when. If you're supporting a key item like WiFi or a reception, let them know! The more they know, the more likely they are to seek you out during the meeting or respond to your outreach.
- Update the graphics. We've included graphics with a blank space to allow your marketing team to add in a logo and/or your booth number to customize the graphic and make it more relevant to your participation at ISHLT2025.
- Share the latest news. Follow ISHLT on [X](#), [LinkedIn](#), [Instagram](#), [Bluesky](#), and [Facebook](#), and share any interesting content, articles, or event updates.
- Get a boost. Be sure to use the #ISHLT2025 hashtag and tag ISHLT's social media accounts in your posts. If we see your posts, we can share them!

## SAMPLE SOCIAL MEDIA POSTS

Consider adapting these sample posts to help promote your participation in ISHLT2025. Be sure to customize the messaging and put your own creative spin on these posts.

Please do follow ISHLT on [X](#), [LinkedIn](#), [Instagram](#), [Bluesky](#), and [Facebook](#), tag us in your posts, and use the hashtag #ISHLT2025 in your posts about the event.

NOTE: Need to shorten links? Some social media platforms will do it for you automatically. If they do not, visit [www.bitly.com](https://www.bitly.com) to copy and paste a long URL into the space provided.

### X OR BLUESKY

- [COMPANY NAME] is a proud supporter of #ISHLT2025! We're holding an industry symposium on XX April at XX:XX a.m./p.m. ET. Visit [www.ishlt.org/ishlt2025](https://www.ishlt.org/ishlt2025) to register. @ISHLT



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- We are proud to support the #ISHLT2025 Annual Meeting this April. Visit us on the Exhibit floor at booth XXX or join our Networking Event on XX April at XX:XX a.m./p.m. Register at [www.ishlt.org/ishlt2025](http://www.ishlt.org/ishlt2025). @ISHLT

#### FACEBOOK OR LINKEDIN

- [COMPANY NAME] is a proud supporter of the #ISHLT2025 Annual Meeting this 27-30 April. We'll be holding an industry symposium session [ON TOPIC or IN COLLABORATION WITH XYZ] on XX April at XX:XX a.m./p.m. ET. You can register to attend the meeting at [www.ishlt.org/ishlt2025](http://www.ishlt.org/ishlt2025)
- #ISHLT2025 is coming up soon! We're proud supporters of the event, and you can visit us on the Exhibit floor at booth XXX, where we'll be revealing details about [X PRODUCT OR TECHNOLOGY]. We can't wait to see you there. Visit [www.ishlt.org/ishlt2025](http://www.ishlt.org/ishlt2025) to register.