

# Help ISPE Spread the Word to Your Networks on Social Media!

Below is a guide to help you get started on promoting the 2021 ISPE Annual Meeting & Expo.

- **Official ISPE hashtag: #ISPE**
- **Official conference hashtag: #ISPEAM21**
- **Official conference website: [ISPE.org/Conferences/2021-Annual-Meeting-Expo](https://ispe.org/conferences/2021-annual-meeting-expo)**
- **Shortened link to conference website: [ISPE.org/AM21](https://ispe.org/AM21)**
- **Step-by-step [PDF instructions](#) for posting on social media**

## Templated Messages for Your Social Channels:

- [INSERT TOPICAL QUESTION]? Register for 2021 #ISPE Annual Meeting & Expo to find out how! Learn more & register – <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent
- Excited to attend the 2021 #ISPE Annual Meeting & Expo, bringing together global pharma community for unparalleled education, innovation, and collaboration that helps drive the industry forward. Want to come along? Register - <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent
- Think you can skip this year's #ISPE Annual Meeting? Think again! This year's hybrid event features global pharma professionals from a diverse mix of regulatory and industry leaders representing EMA, FDA, Janssen Pharmaceuticals, Novo Nordisk, Sanofi, Takeda, Viatriis, and more. Explore Agenda & Register – <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent #regulatory
- The 2021 #ISPE Annual Meeting & Expo is an immersive interactive event for the global pharma community. Join your colleagues worldwide as we come together for global networking opportunities and thought-provoking sessions led by leading experts from EMA, FDA, Janssen Pharmaceuticals, Novo Nordisk, Sanofi, Takeda, Viatriis, and more. Explore Agenda & Register – <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent #regulatory
- To ensure the 2021 #ISPE Annual Meeting & Expo is accessible to all, this will be a hybrid event with virtual components—delivering thought-provoking learning and global networking opportunities whether you choose to join in-person or virtually. Explore your options and learn about event exclusives – <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent #regulatory
- One of the most exciting event features of the 2021 #ISPE Annual Meeting & Expo is the booming Expo Hall, providing you with endless possibilities to connect with 200+ exhibitors presenting the latest technologies and services for you to see, touch, and discuss. Don't miss out on the hottest ticket in town! Secure your full access or one-day pass now for the Expo Hall. Register – <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent #exhibits

- Want a front-row seat to explore state-of-the-art facilities? Register for 2021 #ISPE Annual Meeting & Expo to secure your access to exclusive plant tours. Register – <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent #exhibits
- The #ISPE Annual Meeting & Expo continues to lead the industry by showcasing the latest successful strategies and technologies to manage today's growing complexities in the pharma industry. Register today to benefit from a wealth of tangible, applicable information shared during this four-day conference that features six education tracks and dynamic presentations by leaders from the EMA, FDA, Janssen Pharmaceuticals, Novo Nordisk, Sanofi, Takeda, Viatris, and more! <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPEAM21 #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent
- One of the best benefits of attending #ISPEAM21 is the extensive opportunity to connect with other #Pharma professionals—including pre- and post-event networking opportunities. Register today to expand your global network! <https://ispe.org/conferences/2021-annual-meeting-expo> #ISPE #networking #innovations #pharmaceuticalmanufacturing #biotech #pharma #hybridevent
- #ISPEAM21 is the #pharma industry's premier stage, where professionals worldwide connect with the brightest and most influential stakeholders from the industry. Be a part of these pivotal conversations on the future of pharma manufacturing. <https://ispe.org/conferences/2021-annual-meeting-expo> #innovations #pharmaceuticalmanufacturing #biotech #hybridevent

## LinkedIn:

- The purpose of LinkedIn is to share relevant information with your connections and network with professionals in your industry. Sharing relevant content allows you to be a Subject Matter Expert in your area of expertise and create engagement on topics and events you're interested in.
- Follow the [ISPE Company](#) page to stay abreast of the resources ISPE has available for you to stay current with new initiatives and regulatory changes within the industry, upcoming opportunities for professional development, latest in guidance document releases, opportunity to network with pharma and biotech professionals from around the globe, connect with conference attendees before and after the conference and so much more!
- In addition to the ISPE Company page, ISPE also has a group page created with the purpose of sharing information relevant to the pharmaceutical industry and providing the platform for pharmaceutical and biotechnology professionals from around the world network and ask questions about the challenges you're facing at your company. Join 37,000+ pharmaceutical industry professionals today - <https://www.linkedin.com/groups/45604>.

## Twitter:

- This social media platform now allows people to communicate with up to 280 characters. While this is now double the original 140-character limit, the tweets (posts) that see the most engagement is still on the shorter side. You can tweet a message, picture or even a video— tweets that are posted with images are retweeted (shared) 150 percent more compared to those that are composed of text only.
- To stay up to date on future ISPE news and events, follow us on Twitter - <http://twitter.com/ISPEorg>.

## Facebook:

- The world's most popular social networking site, Facebook enables people to connect with others by sharing status updates, personal photos, and other items of interest. Facebook is not restricted with a character count like Twitter, so you have the opportunity to say more in one post. Hashtags are also used on Facebook – and searchable, so don't forget to add them to your posts.
- In addition, Facebook allows you to easily upload pictures and videos. Did you know, Facebook posts with images receive 3x more engagement than posts that don't have any images? So, get your smartphone or tablet out and start sharing your conference experience through pictures on Facebook.
- Don't forget to like the official ISPE page to see what conference attendees are sharing - <http://www.facebook.com/ISPEorg/>