**PARTNERS-IN-PROMOTION TOOLKIT: SOCIAL POSTS**

**Use these social posts to share and promote The MedTech Conference’s news and information. We have provided pro-tips below to ensure the best possible exposure.**

Together, we can create a healthier world. Register for #MedTechCon, the leading medical technology event, today. (109)

Innovation begins with in-person collaboration. Join us Oct. 24-26 *in Boston, MA* and engage in conversations that shape the future of medtech. #MedTechCon (140)

The moment is now – to connect, collaborate and create even greater medical possibilities. Register for #MedTechCon now and join the event where the global medtech community comes together (187)

We’d love to see you at #MedTechCon in Boston, where we’ll share ideas, form partnerships, and engage in the collaboration that creates greater medical possibilities. Register today! (182)

The path to better health care starts with US*!* Register now to connect with the global health technology industry at #MedTechCon. (129)

Register for #MedTechCon today and connect with innovative medtech companies, partners and investors (in Boston or virtually) this fall. (136)

Greater medical possibilities begin in Boston. Register for #MedTechCon today and be part of the collaboration that drives innovation. (134)

We’re *so* excited to be part of #MedTechCon, the *only* event that brings the global health technology industry together to create greater medical possibilities. Register today to join us (in Boston or virtually) this fall. (212)

This is a momentous time for the medical technology community! As the world is more focused on health than ever before, let’s capitalize on this opportunity to create greater medical possibilities at #MedTechCon (211)

When the global medtech community comes together, we do more than business — we create possibilities. Register for #MedTechCon now. (131)

When investors, innovators and executives from the most prominent and promising medtech companies come together, greater medical possibilities take shape. Register today to tap into the power of US this fall. #MedTechCon (226)

**PRO TIPS**

* The ideal post incorporates a visual along with text. Include one of the social graphics provided, or a picture or a video of your product, technology or technique in your post to get maximum engagement.
* Post new tweets regularly in the days and weeks leading up to the show. Increase frequency as the show gets nearer.
* Make sure to use the show hashtags: **#MedTechCon**
* Posting times:
	+ The best times to post on social media overall is **10:00 AM on Tuesdays, Wednesdays, and Thursdays.**
	+ The best time to post on Facebook is **8:00 AM to 12:00 PM on Tuesdays and Thursdays**.
	+ The best time to post on Instagram is **11:00 AM on Wednesdays.**
	+ The best time to post on Twitter is **8:00 AM on Mondays and Thursdays.**
	+ The best time to post on LinkedIn is **9:00 AM on Tuesdays and Wednesdays.**