

AME 2019 SOCIAL MEDIA INFO & TIPS



Hello!

NYSAND will be holding its **2019 Annual Meeting & Expo (AME 2019) at the Marriott Downtown in Syracuse, NY on April 5 and 6, 2019**. In order to promote this event and bolster attendance, we strongly encourage the use of various platforms such as Twitter, Facebook, and Instagram. This will not only help generate excitement around the event, but it will also foster connection among potential attendees, sponsors, exhibitors, keynote speakers, district leaders, and more! Make sure to include social media account info on all communication regarding AME 2019 and encourage frequent engagement (i.e. “Follow NYSAND AME 2019 on social media for exciting updates!”). Below are tips and guidelines to consider when implementing Social Media to promote the 2019 AME.

- **Social Media Account Info:**

- **Facebook:**

- New York State Academy of Nutrition and Dietetics AME 2019
@nysandame2019
<https://www.facebook.com/nysandame2019/>

- **Twitter:**

- @eatrightnewyork
<https://twitter.com/EatRightNewYork>

- **Instagram:**

- Name: NYSAND AME 2019
Handle: nysand_ame_2019
https://www.instagram.com/nysand_ame_2019/

- **Suggested Phrasing to Use When Promoting:**

- **AME (general):** NYSAND’s 89th Annual Meeting & Expo (AME) is an amazing event that brings together food and nutrition professionals from all across New York State to network, pursue continuing education, collaborate, and celebrate the dynamic field of nutrition and

dietetics. Join us April 5-6, 2019 in Syracuse, NY to see the brightest professionals dish about what's new in food and nutrition!

- **Keynotes:** Nutrition experts impart their unique knowledge by presenting the latest cutting edge research on topics such as clinical care, environment and agriculture, medical nutrition therapy, and more.
- **Poster Sessions:** AME 2019's Poster Sessions offer an incredible opportunity for attendees to improve their presentation skills, craft stronger resumes, and develop peer-review publications through networking, peer engagement, and the exchange of ideas.
- **Breakout Sessions:** Dive deeper into specific aspects of nutrition in a small group setting for optimal information dissemination and retention. Learn more about a diverse range of topics based on individual interests and scope of practice.
- **Contest Promotion:** AME 2019 attendees can stay connected, engaged, and always entertained by participating in various contests and activities for the chance to win fun prizes and giveaways!
- **Awards:** Celebrate excellence in our field by supporting your peers and mentors as they receive recognition for their outstanding achievements on April 5th.
- **Kick-Off Party:** Jumpstart the AME 2019 with a fun and lively meet and greet on April 5th, where introductions will be made, memories shared, and friendships born.
- **Exhibitors:** NYSAND has collaborated with an array of innovative sponsors and exhibitors. Don't miss out on the opportunity to review the highest quality products and services in the food and nutrition industry.
- **Student & Emerging Nutrition Professional Symposium:** Nutrition and dietetic students and future nutrition professionals will gain access to an exclusive 2 hour rotating workshop that focuses on professional development and networking opportunities by exploring topics such as LinkedIn usage, resume/cover letters, and interviewing skills. Participants will have the opportunity to interact directly with the NYSAND president and receive helpful academy and state affiliate orientation.
- **Save the Date:** Save the date! Stay on top of the latest scientific information on food and nutrition. Come connect, share, and learn from some of NY state's top nutrition experts at NYSAND's AME 2019 on April 5th and 6th.

- **Hashtags -- To be included in ALL posts for maximum reach:**

#nysandame2019 #nysandame #ame2019 #pathwaystosuccess #dietetics #nutrition #foodandnutrition #RD #RDN #NDTR #RD2be #dietitian #registereddietitian #nutritionist #education #continuingeducation # CE #CEU #conference

- **Links -- Website links for each section of AME 2019 website:**

- **AME 2019 homepage:** <https://www.eatrightny.org/ame2019>
- **AME 2019 Event Info:** <https://www.eatrightny.org/ame-2019-event-info>
- **AME 2019 Sponsors & Exhibitors:** <https://www.eatrightny.org/ame-2019-sponsors-exhibitors>

- **AME 2019 Keynote Speakers:** <https://www.eatrightny.org/ame-2019-speakers>
 - **AME 2019 Poster Sessions:** <https://www.eatrightny.org/ame-2019-poster-sessions>
 - **AME 2019 Attendance/Registration:** <https://www.eatrightny.org/ame-2019-registration>
 - **AME 2019 Contact Info:** <https://www.eatrightny.org/ame-2019-contact-us>
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- **Additional Comments:**
 - AME 2019 is an excellent opportunity for both students and nutrition professionals to invest in their future, meet and exchange ideas with like-minded individuals, and stay current with the latest nutrition-related research and innovations. Emphasize how beneficial this event will be for both professional and personal growth! It's a can't-miss event!