



Social Media

TAILOR YOUR POSTS:

Some additional information, guidelines and advice on how to make the most out of your social media posts.

1. First determine your target audience. Knowing who you want to reach out to can influence the choice of platform and the message used. Consider who you want to see your posts and tailor them appropriately.
2. Please take in to account the best times to post on social media to maximise the potential number of users you can reach at a time. Note that the times indicated below are general guidelines based on engagements with posts in the Healthcare industry, timings may differ depending on specific target market, trends and individual preferences.

Best times to post on Facebook:

- The best time to post on Facebook is Friday at noon.
- Saturdays tend to have the least amount of engagement with posts.
- Generally, aim to post Sunday through Friday at midday.
- If interested in targeting students for registrations, schools receive the most engagement from 2 – 3pm.

Best times to post on Twitter:

- The best time to post on Twitter is 11am – 2 pm weekdays with Wednesdays being the best day.
- Weekends, specifically Sunday, show the least amount of engagement.

Best times to post on LinkedIn:

- The best time to post on LinkedIn is from 3 – 5pm on weekdays with Wednesday being the best day to make posts.
 - Generally, Tuesday - Thursday shows the most engagement with LinkedIn posts.
3. Simply posting your message on social media isn't enough to ensure your message is being received. Constantly engaging with your target audience is an effective way of getting in front of them, by following industry professionals (including potential clients, stakeholders, influencers) and interacting with their posts.



SOCIAL POSTS:

We have prepared some social media content which you can tailor for your social media channels. Feel free to share your own bespoke content as appropriate for your marketing and social media channels.

Twitter

1. IUMRS-ICA2019 | Join the discussion and submit your abstracts for consideration in the program. Abstracts close: 30 April 2019 <https://iumrs-ica2019.com/home/abstracts/> #IUMRS-ICA2019
2. IUMRS-ICA2019 | Last chance to submit your abstracts! This opportunity will not only advance yourself and your organisation, but also progress important agendas across the Asia-Pacific region. <https://iumrs-ica2019.com/home/abstracts/> #IUMRS-ICA2019
3. IUMRS-ICA 2019 | A unique chance to join in knowledge sharing amongst world leading experts. Submit your abstracts today: <https://iumrs-ica2019.com/home/abstracts/> #IUMRS-ICA2019
4. IUMRS-ICA 2019 | Early Bird Registrations are NOW OPEN. Save on registration fees when you register before 24 June! <https://iumrs-ica2019.com/registration/> #IUMRS-ICA2019
5. IUMRS-ICA 2019| Students receive up to 33% discount at the Early Bird rate. Register today: <https://iumrs-ica2019.com/registration/> #IUMRS-ICA2019
6. IUMRS-ICA 2019 | Secure your seats and register today. Early bird deadline 24 June 2019. <https://iumrs-ica2019.com/registration/> #IUMRS-ICA2019
7. IUMRS-ICA 2019 | 22-26 September 2019, Perth Convention & Exhibition Centre. We look forward to seeing you there! <https://iumrs-ica2019.com/> #IUMRS-ICA2019

Facebook / LinkedIn / Instagram

1. IUMRS-ICA 2019 is celebrating the Year of the Periodic Table. This meeting will bring together scientists and engineers interested in all aspects of the field from theory/modelling to experiment including synthesis, fabrication, characterization, processing and manufacturing. Join the industry leaders and submit your abstracts today! <https://iumrs-ica2019.com/home/abstracts/> #IUMRS-ICA2019
2. IUMRS-ICA 2019 | Last chance to submit your abstracts! This opportunity will not only advance yourself and your organisation, but also progress important agendas across the Asia-Pacific region. <https://iumrs-ica2019.com/home/abstracts/> #IUMRS-ICA2019



3. IUMRS-ICA 2019 symposia themes will include Electronic and Optical Materials, Energy and Environmental Materials, Biomaterials, and Advanced Functional and Structured Materials, spanning scales from nano to macro and hard materials to polymers. With insightful lectures from world renowned scientists and experts. Join the discussion and submit your abstracts now for consideration in the program. Abstracts close: 30 April 2019. <https://iumrs-ica2019.com/home/abstracts/> #IUMRS-ICA2019
4. IUMRS-ICA 2019 Registration is NOW OPEN! Save on registration fees when you register today at the Early Bird rate! Limited time only, so be quick! Register here: <https://iumrs-ica2019.com/registration/> #IUMRS-ICA2019
5. IUMRS-ICA 2019 has made strong strides to ensure the Conference is more financially accessible to young and emerging talent with the aim to connect our youth to senior scientists. Students receive up to 33% discount when registering now at the Early Bird rate. Register here: <https://iumrs-ica2019.com/registration/> #IUMRS-ICA2019
6. IUMRS-ICA 2019 is proud to welcome keynote speaker Prof. Jackie Ying named the inaugural winner of the Mustafa Prize "Top Scientific Achievement Award" and editor-in-chief of Nano Today. You won't want to miss this opportunity. Secure your seats and register today. Early bird deadline 24 June 2019. <https://iumrs-ica2019.com/registration/> #IUMRS-ICA2019
7. IUMRS-ICA 2019 | 22-27 September 2019, Perth Convention & Exhibition Centre. We look forward to seeing you there! <https://iumrs-ica2019.com/> #IUMRS-ICA2019