



24th Annual Scientific Assembly

April 7-11, 2018

Marriott Marquis San Diego Marina – San Diego, CA



Medical Student Track Promotional Toolkit

Thank you for downloading the Promotional Toolkit for the “Medical Student Track” AAEM18 Pre-Conference Course! This toolkit will provide you with ways to promote this pre-conference course through multiple channels. We hope that you will use these tools to promote the pre-conference course in your workplace, on social media, or anywhere else you see fit.

Toolkit Contents

1. Printable Flyer
2. PowerPoint Slide
3. Social Media Images
4. Sample Email and Signature

Important Dates:

January 2018

Pre-conference highlight insert included in dues renewals mailing from AAEM

March 6

Early-Bird Registration Deadline

April 7-8, 2018

AAEM18 Pre-Conference Courses

April 8-11, 2018

AAEM18 Scientific Assembly

**Questions? Email info@aaem.org
or call (800) 884-2236.**

How to Use the Toolkit

1. Printable Flyer

Print and distribute the included course flyer to colleagues or post on bulletin boards.

2. PowerPoint Slide

Share the PPT slide highlighting the pre-conference course to advertise at speaking engagements, conferences, or other group setting opportunities.

3. Social Media Images

Whether you are on Facebook or Twitter or both, we have you covered! Social media images are included in this kit and you can share them using your own caption or one of the prewritten posts we have provided. See next page for more further instruction.

4. Sample Email and Signature

Email info@aaem.org and we will send you a pre-scripted email that you can forward to your colleagues. You can also include an image advertising your course in your email signature (included).



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Guidelines for Social Media Images

Facebook

You will find three images in this toolkit titled 3a, 3b, and 3c. These are designed to be used for Facebook posts and feature different highlights of your course.

Feel free to share these on your personal account or in applicable Facebook groups that you are in.

Below is sample verbiage that we have provided for your posts, but we encourage you to create your own with important talking points for the course. Remember to incorporate the AAEM18 webpage for your course, already provided in the samples blow.

Sample Facebook Posts:

- Register to attend the #AAEM18 Medical Student Track for invaluable advice on how to shine on your clerkships and successfully apply to an emergency medicine residency! Learn more: <http://ow.ly/Qgyr30gli8F>
- Take advantage of this FREE #AAEM18 Pre-Con: Medical Student Track! Learn some pearls & pitfalls of EM, attend the residency program director panel and more! Learn more: <http://ow.ly/Qgyr30gli8F>

Twitter

You will find three images in this toolkit titled 3d, 3e, and 3f. These are designed to be used for Facebook posts and feature different highlights of your course.

Please share these from your personal account.

Below is sample verbiage that we have provided for your tweets, but we encourage you to create your own with important talking points for the course. Remember to try to incorporate #AAEM18 in your tweets and link to the AAEM18 webpage for your course. If you tag @aaeminfo we will be happy to retweet you!

Sample Twitter Posts:

- Get a jump start on your EM career with residency application tips for success at the #AAEM18 Medical Student Track: <http://ow.ly/Qgyr30gli8F>
- EM Match, Clerkship, Residency, Oh My! Get ready for your EM career at the #AAEM18 Medical Student Track: <http://ow.ly/Qgyr30gli8F>

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