ISSWSH Annual Meeting 2027

Speaker Social Media Toolkit: How-To Guide

We're excited to have you speaking at the ISSWSH Annual Meeting 2027, February 25–28, 2027, at the Hyatt Regency Vancouver in Vancouver, BC, Canada!

Help us spread the word by sharing your participation with your colleagues and professional networks. We've created customizable social media graphics and sample captions to make promoting your session easy.

Step 1: Choose Your Graphic

Select the graphic format that works best for your preferred social media platform.

- **1:1 All Socials:** Instagram, Facebook, and X (Twitter)
- **4:5 Instagram Feed:** Instagram and Facebook feeds
- **9:16 Instagram/Facebook Story:** Instagram and Facebook Stories

All three formats are available in the Canva template linked below. You can choose a ready-to-use graphic or customize one with your photo and presentation details.

Using a ready-to-use graphic? Simply download your preferred format and skip to Step 4 for instructions on sharing it, including sample social media captions.

Want to customize your graphic? Follow Steps 2–3 to personalize your design before downloading.

Canva Template Link

Step 2: Customize Your Graphic

1. Open the Canva template using the link above.
2. Select **Use template** to create your own editable copy.
3. Find the size you want to use:
    1. 1:1 (square) for all social media
    2. 4:5 Instagram size
    3. Instagram/Facebook Story size
4. Replace the placeholder photo with your professional headshot.
5. Enter your name, designation, and country.
6. Add your presentation title, date, and time.
7. Review your information for accuracy before downloading.

Please retain the ISSWSH and Annual Meeting branding when customizing your graphic.

Step 3: Download Your Graphic

Once you've finished customizing your graphic:

1. Click **Share** in the upper-right corner of Canva.
2. Select **Download**.
3. Choose **PNG** as your file type.
4. Under **Select pages**, choose only the page containing your preferred graphic. Selecting multiple pages will download them as a ZIP file.
5. Click **Download** to save your graphic.

Your graphic is now ready to share!

Step 4: Share on Social Media

Post your graphic on your preferred social media platforms using one of the sample captions below. Feel free to personalize the wording to reflect your session and personality.

Instagram

I'm excited to be presenting [Presentation Title] at the ISSWSH Annual Meeting 2027 in Vancouver, BC! Join me on [Date] at [Time] as we discuss [Brief Description of Presentation Topic].

Learn more and register at the link in the @isswshoffice bio.

#ISSWSH2027

Facebook

I'll be speaking at the ISSWSH Annual Meeting 2027, taking place February 25–28 in Vancouver, BC!

Join me on [Date] at [Time] for my presentation, [Presentation Title]. I'll be discussing [Brief Description of Presentation Topic], and I look forward to connecting with colleagues at the meeting!

Learn more and register: https://www.isswshmeeting.org/

#ISSWSH2027

X (Twitter)

I'm presenting [Presentation Title] at #ISSWSH2027 in Vancouver! Join me on [Date] at [Time] to discuss [Topic].

Learn more: https://www.isswshmeeting.org/

Step 5: Help Spread the Word

We encourage you to share your participation ahead of the meeting and again as your presentation approaches.

You can also help promote the meeting by engaging with posts from ISSWSH and fellow speakers.

Thank you for helping make the ISSWSH Annual Meeting 2027 a success. We look forward to seeing you in Vancouver!