I'm participating! Now what?

Use these quick, easy tips to promote your research and involvement at the conference — whether in-person or virtual!

Social Media Tips

Use the official SPIE event hashtag and topical hashtags
Hashtags for each event can be found on their corresponding webpage. Complement this with hashtags relevant to your research such as #optics, #quantum, #metrology, #biomedical, and others to increase visibility.

Tag key organizations in your post
Tag the organization you work for, key contributors, and other people you think may be interested in the information you are sharing. Now, they can easily find and share your post with their network. When you tag SPIE in your post, we can share it with our network.

Always include a quality photo or video
What makes someone stop scrolling in their social feed? Quality photos! If you can show, not tell, you will be much more successful.

Contact your organization's Communications department
Many organizations are willing to create a social media post that promotes your work and send it from the official account. This is a quick, easy way to reach a large network!

Film a video explaining your research
Video content is incredibly popular, and some social media platforms even give more visibility to your post if it includes a video.

Explain your research in a short clip to gain interest, then invite people to watch your live or pre-recorded talk during the conference!

E-mail Tips

Use the "forward to a friend" option
When registering for the event, click "forward to a friend" to access a pre-written email ready to send. For more impact, you can edit the text or add a personal note about your participation.

Add information to your email signature
Check your organization's policy, but many will allow you to add a personal note below any required signature information. **Example:** *Interested in my work? Check out this upcoming presentation at an SPIE Digital Forum [link].*

SPIE Accounts to follow, like, share, and tag

LinkedIn: SPIE, the international society for optics and photonics

Twitter: @SPIEtweets

Facebook: @SPIE.org

Instagram: @spiephotonics

Example posts:

Kyle Cheung @kylehcheung · Apr 27

With @alirezapourreza, @A_Moghimi, and @germanzunigar, we've begun looking at the relationship between almond canopy profile and harvest yield. Check out our #SPIEDCS presentation online: doi.org/10.1117/12.255…

@ucanr @DigitalAg_ucd

Petra Paiè @PetraPaie · Feb 4

Excited about being at Photonics West 2020 to my present our work on integrated microscopes and to have the opportunity to catch up with Professor Goda and GodaLab members! #PhotonicsWest @PhotonicsWest @fastgroup_ifn @godalab

SPIE.