



Social Media How-To Guide for the NWA Annual Meeting

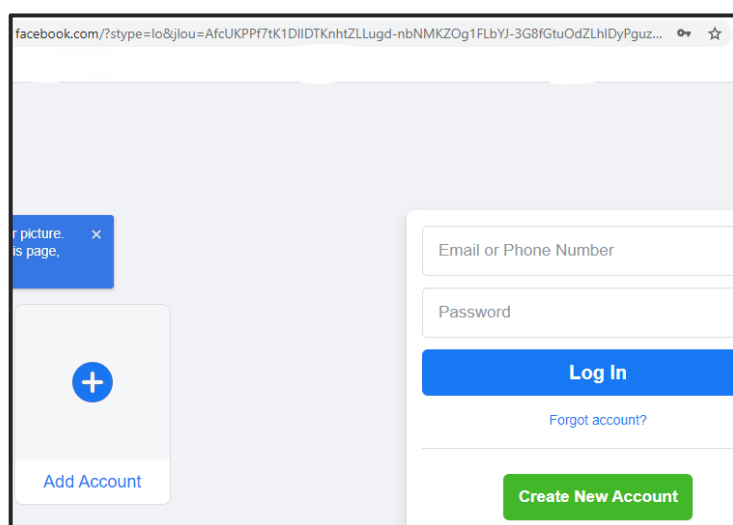
We have a great set of social media tips for different expertise levels to help you navigate the NWA Annual Meeting. Not a beginner? Skip ahead to the Intermediate or expert sections!

FOR BEGINNERS

Step 1: How to make an account on different social media platforms...

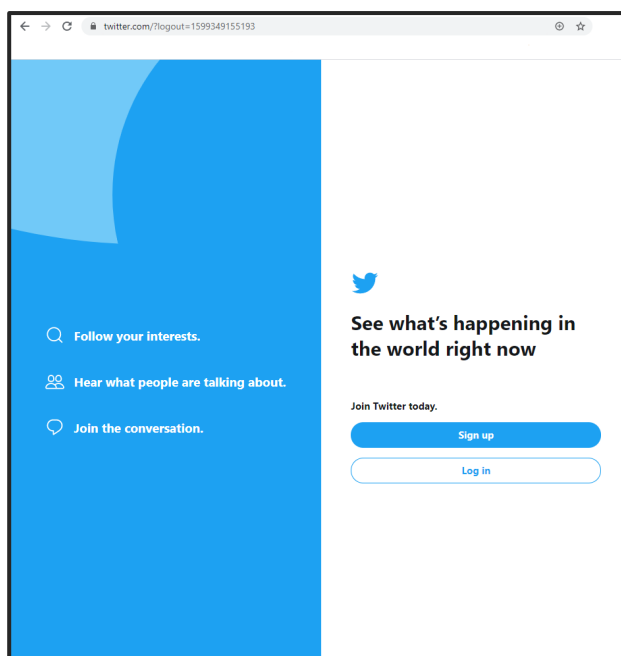
Facebook

- Type www.facebook.com into your internet search bar
- Click the green button to Create New Account
- Fill in the necessary information to complete your sign up



Twitter

- Type www.twitter.com into your internet search bar
- Click the blue button to sign up
- Enter all the necessary information, then choose a "Handle" that people will type in to tag you in posts
 - **PRO TIP:** pick something easy to remember, like your name or something weather related

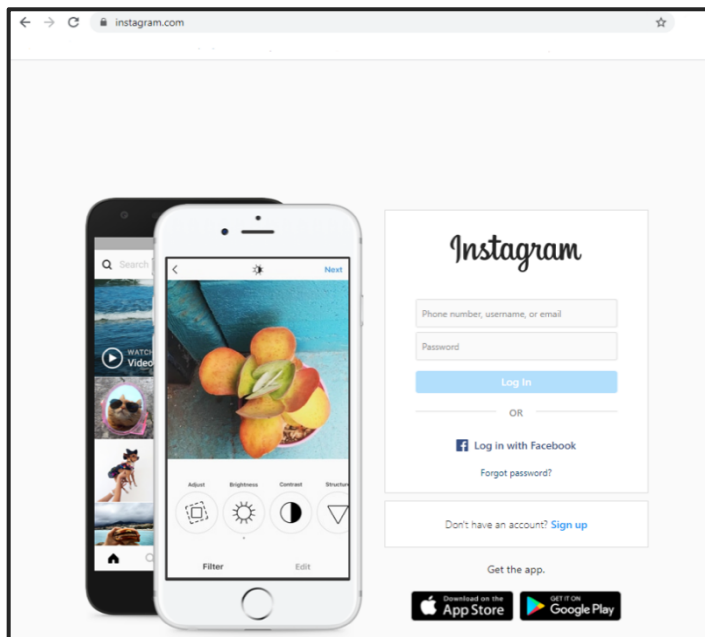




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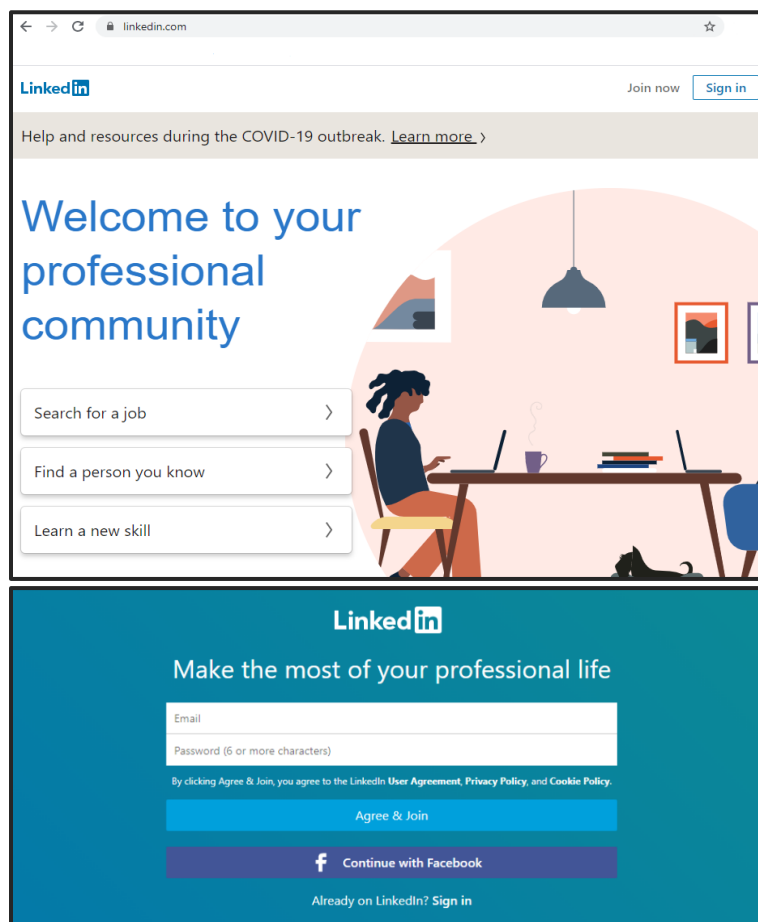
Instagram

- Instagram was designed to be a mobile app
- You can sign up using a computer if you wish, but the layout is meant to be viewed on a phone so some features may look odd
- Type www.Instagram.com into your internet search bar
- Click the Sign Up button
- Enter the necessary information OR use your Facebook account to sign up



LinkedIn

- Type www.linkedin.com into your internet search bar
- Click the Join Now button at the top of the page
- Enter the necessary information OR use your Facebook account to sign into LinkedIn





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Step 2: Tips for getting the most out of your social media platforms...

- Write an informative bio
- Add a profile picture that shows your face
- Download the apps and sign-in so you can post from your phone while watching presentations on your computer
 - Search for Facebook, Twitter, Instagram or LinkedIn in your phone's app store (the apps are free!!)
 - You can also sign up for accounts on any of these platforms in the phone app instead of using a computer
- Put your social media handles in your presentation with other contact information so people can find you and follow up
- When you post about the Annual Meeting, type #NWA22 into your post so people following the conference will see your post

FOR INTERMEDIATES

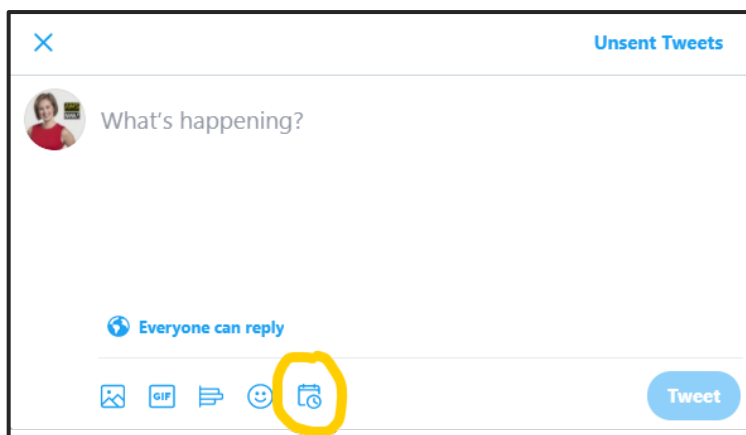
- Update and double check the details in all your profiles such as current employment and location, picture, contact information, etc.
- Pin a post at the top of your profile (or the digital file of your business card) introducing yourself to other meeting attendees and give info on how to get in touch with you
- Reach out! Like a presentation? Tweet at the presenter. Enjoy a poster? Send a DM to the author. You can make so many more connections without ever leaving your chair!
- Try using a service like TweetDeck or Hootsuite (free!) that allow you to monitor specific hashtags/accounts with multiple columns



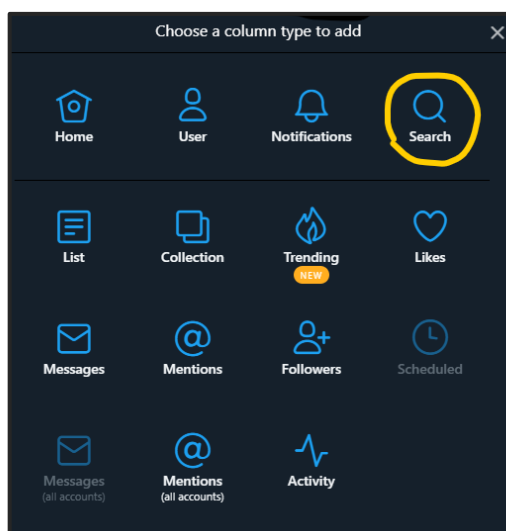
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FOR EXPERTS

- Live tweet your presentation by scheduling tweets and images to post during your talk
 - You can schedule tweets on whichever platform you use (Twitter, Tweetdeck, Hootsuite, etc.)
 - An example of where the schedule button is located on Twitter is circled below



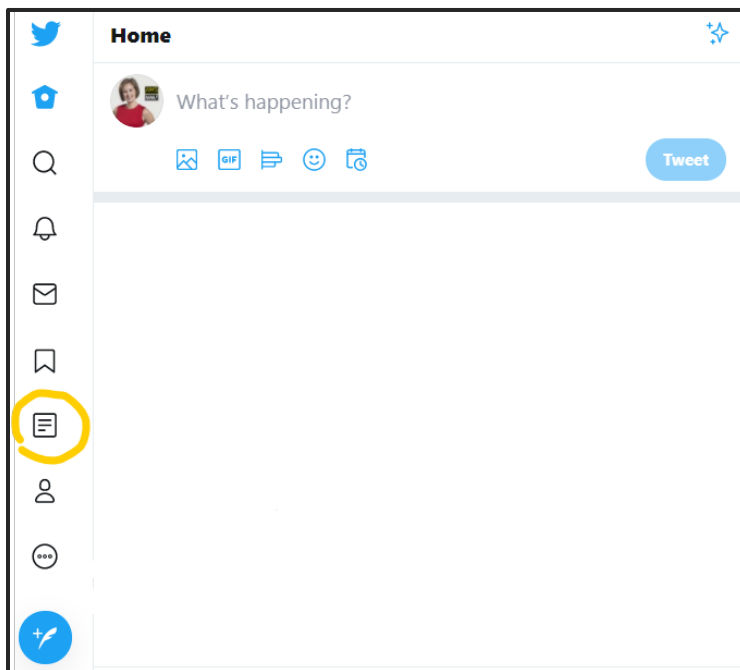
- Set up columns in Tweetdeck or Hootsuite to follow @nwas and #Nwas22 so you don't miss any announcements or activity!
 - Click the plus sign (left side of your screen) to add a new column, then use the Search feature to search for #Nwas22 (circled in yellow below)
 - Do this a second time to search for the NWA account (@nwas)





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- Create Twitter lists of presenters or people you want to keep up with in the future



- From your Twitter feed, the column on the left side has the Create List option
- There are similar icons in Tweetdeck and Hootsuite to add a column for a List
- You can then create a new list using this option