



SLEEP 2020 Social Media Toolkit

We encourage you to spread the word about Virtual SLEEP 2020 with your network before, during, and after the event this August. This toolkit includes sample social media posts, graphics, and tips to help you get started.

Event Information

Virtual SLEEP 2020 | August 27-30, 2020

<https://www.sleepmeeting.org/>

Event Description

SLEEP is the annual meeting of the Associated Professional Sleep Societies, LLC (APSS), which is a joint venture of the American Academy of Sleep Medicine (AASM) and the Sleep Research Society (SRS). Virtual SLEEP 2020 is the 34th annual meeting of the APSS.

Social Media Pages

Follow AASM on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) and SRS on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) to receive event updates. We encourage you to like, retweet, and share posts from AASM, SRS, and Virtual SLEEP 2020 presenters and attendees throughout the event.

Tag AASM and SRS social media accounts (@AASMorg on Twitter and Instagram or @American Academy of Sleep Medicine on Facebook and LinkedIn; @Research Sleep on Twitter and Instagram or @Sleep Research Society on Facebook and LinkedIn) to gain a larger audience for your posts. We also encourage you to tag people in your networks, such as your co-presenters, in posts.

Official Hashtag

Hashtags add visibility to your posts by making them easier to find on social media. The official hashtag to use when posting about Virtual SLEEP 2020 is **#SLEEP2020**.

Some presenters may also ask you to use a specific hashtag to continue the conversation on social media after their session ends.

Social Media Images

To access images that can be shared on social media, download them from our [Google Drive folder](#). Each social media image is sized for sharing on Facebook, Twitter, LinkedIn, and Instagram.

Sample Social Media Posts

General

- @AASMorg and @ResearchSleep are bringing you the largest gathering of #sleep professionals and cutting-edge #sleep and #circadian research at virtual #SLEEP2020 on Aug. 27-30. www.sleepmeeting.org
- Interested in #sleep and #circadian research? Attend virtual #SLEEP2020 on Aug. 27-30. Registration is open now. @AASMorg @ResearchSleep www.sleepmeeting.org

Attendees

- I'm attending #SLEEP2020 this year, and I hope you'll join me! The schedule is packed with live and on-demand sessions led by leaders and innovators in #SleepMedicine. Check it out: www.sleepmeeting.org/schedule
- Join me at virtual #SLEEP2020, the largest gathering of #SleepMedicine professionals in the world! Register to attend at www.sleepmeeting.org

Presenters

- Are you attending #SLEEP2020? Join me as I present [topic] on [date]. Register at www.sleepmeeting.org
- I'm honored to present at #SLEEP2020 this year! I'll be discussing [topic] on [date] with [co-presenters]. Check out the details: www.sleepmeeting.org/schedule

Exhibitors

- [Organization] is looking forward to exhibiting at #SLEEP2020! As part of this year's virtual exhibit hall, you'll have 24-hour access to our latest updates before, during, and after the event.
- We're excited to be exhibiting at #SLEEP2020! Register to access the 24-hour exhibit hall or chat directly with live reps during the event. www.sleepmeeting.org

Press Releases

Access official APSS press releases about Virtual SLEEP 2020 in the [APSS Newsroom](#).

If your organization plans to celebrate its participation in SLEEP 2020 with a press release, access the APSS, AASM, and SRS boilerplate language below.

Associated Professional Sleep Societies, LLC (APSS): Established in 1986, the Associated Professional Sleep Societies, LLC, is a joint venture of the American Academy of Sleep Medicine and the Sleep Research Society. The APSS organizes the [SLEEP annual meeting](#), an international conference that brings together the leading clinicians and scientists in the fields of sleep medicine and sleep and circadian research.

American Academy of Sleep Medicine (AASM): The [American Academy of Sleep Medicine](#) is a professional society that is dedicated to advancing sleep care and enhancing sleep health to improve lives. The AASM has a combined membership of 11,000 accredited member sleep centers and individual members, including physicians, scientists and other health care professionals.

Sleep Research Society (SRS): The [Sleep Research Society](#) is a professional membership society that advances sleep and circadian science. The SRS provides forums for the exchange of information, establishes and maintains standards of reporting and classifies data in the field of sleep research, and collaborates with other organizations to foster scientific investigation on sleep and its disorders. The SRS also publishes the peer-reviewed, scientific journals [SLEEP](#) and [SLEEP Advances](#).