

Sessions 2021: Social Media

Event Details:

Sessions 2021: Health Tech Pavilion

Format: Virtual

Social Media Dates:

- CHTI pre-event activity: 11/8/21 – 11/12/21
- Live event activity: 11/13/21 – 11/15/21
- Post-event activity: 11/16/21 – 11/18/21

CHTI Contact: Cassie Walker; cassie.walker@heart.org

Goal: Encourage attendance of Sessions and interest in the CHTI's health tech programming

Audiences:

- AHA core professional audience (cardiologists, fellows in training, researchers, etc.)
- Health tech professionals: CEOs and Chief Medical Officers, nationwide

Amplifying and joining in:

Include the AHA event hashtag: #AHA21

Tag the AHA handle: @AHAScience

Follow/share CHTI influencers:

eViRaHealth and co-founders Irma Rastegayeva and Evan Kirstel

- Twitter: @eViRaHealth, @IrmaRaste, @EvanKirstel
- LinkedIn: <https://www.linkedin.com/company/evira-health/>;
<https://www.linkedin.com/in/irmaraste/>; <https://www.linkedin.com/in/evankirstel/>

Featured panel, *Potential Impact of Virtual Longitudinal Studies*

- Social media moderator, Erin Michos
 - Twitter: @ErinMichos

For more information, link to CHTI's Sessions 2021 web page:

- Agenda and panelist bios, with link to Health Tech Pavilion content:
<https://ahahealthtech.org/scientific-sessions>

Don't forget...

- Tag the participants' handles in tweets.
- Twitter threads can be utilized when content is more than 280 characters.
- Tweets with facts/data/'wow' factoids always perform well – focus on what is being talked about vs. the title of the talk. People are much more interested in facts and how this helps them than the title of the presentation.
- Emojis are great to help with engagement and make data 'fun'.