

Social Media

TAILOR YOUR POSTS:

Some additional information, guidelines and advice on how to make the most out of your social media posts.

1. First determine your target audience. Knowing who you want to reach out to can influence the choice of platform and the message used. Consider who you want to see your posts and tailor them appropriately.
2. Please take in to account the best times to post on social media to maximise the potential number of users you can reach at a time. Note that the times indicated below are general guidelines based on engagements with posts in the Healthcare industry, timings may differ depending on specific target market, trends and individual preferences.

Best times to post on Facebook:

- The best time to post on Facebook is Friday at noon.
- Saturdays tend to have the least amount of engagement with posts.
- Generally, aim to post Sunday through Friday at midday.
- If interested in targeting students for registrations, schools receive the most engagement from 2 – 3pm.

Best times to post on Twitter:

- The best time to post on Twitter is 11am – 2 pm weekdays with Wednesdays being the best day.
- Weekends, specifically Sunday, show the least amount of engagement.

Best times to post on LinkedIn:

- The best time to post on LinkedIn is from 3 – 5pm on weekdays with Wednesday being the best day to make posts.
 - Generally, Tuesday - Thursday shows the most engagement with LinkedIn posts.
3. Simply posting your message on social media isn't enough to ensure your message is being received. Constantly engaging with your target audience is an effective way of getting in front of them, by following industry professionals (including potential clients, stakeholders, influencers) and interacting with their posts.

SOCIAL POSTS:

We have prepared some social media content which you can tailor for your social media channels. Feel free to share your own bespoke content as appropriate for your marketing and social media channels.

Twitter

- WAHTN presents Science on the Swan 2019 | 5 – 7 June 2019, The Westin Perth, Australia. We look forward to seeing you there! <https://scienceontheswan.com.au/>
- Science on the Swan is back for its 5th year in June 2019 | Registrations NOW OPEN with discounts for Early Birds! <https://scienceontheswan.com.au/registration/>

- REGISTRATIONS NOW OPEN | 'Science on the Swan' returns in June 2019 at new prestigious venue 'The Westin, Perth'. <https://scienceontheswan.com.au/registration/>
- Science on the Swan returns for its 5th year in June 2019 to discuss "Neuroscience & The Senses – Healthy Ageing across the Life Course." For more information regarding keynote speakers and the program visit <https://scienceontheswan.com.au/>
- Science on the Swan 2019 | Currently accepting abstracts – Closes 15th March 2019 | Submit your abstract here: <https://scienceontheswan.com.au/abstracts/>
- Science on the Swan 2019 | Don't miss out on your opportunity to hear Dr Michael Mosley present at the Conference 5-7 June at The Westin, Perth. Early Bird registrations open now: <https://scienceontheswan.com.au/registration/>
- EARLY BIRD offer for Science on the Swan 2019 | Save 28% discount for full registrations <https://scienceontheswan.com.au/registration/>
- STUDENTS – Receive up to 37% discount on registration for Science on the Swan 2019 when you register NOW! <https://scienceontheswan.com.au/registration/>

Facebook / LinkedIn

- Science on the Swan 2019 is proud to welcome keynote speaker Dr Michael Mosley to the panel. Named Medical Journalist of the Year by the British Medical Association, you will not want to miss the opportunity to hear our tremendously popular presenter at this year's conference. Registrations are now open, with discount for early bird offers. <https://scienceontheswan.com.au/registration/>
- Science on the Swan 2019 has been making strong strides to ensure the Conference is more financially accessible to young and emerging talent with the aim to connect our youth to the senior Health Science Leaders in Perth. Students receive up to 37% discount when registering now at the Early Bird rate. Register here: <https://scienceontheswan.com.au/registration/>
- Science on the Swan 2019 will present on the theme of "Neuroscience & The Senses – Healthy Ageing across the Life Course." Blending the extensive knowledge and research of practitioners, nurses, scientists, researchers and consumer representatives. Additionally, attracting commercial sponsorship from vital health industry partners to showcase innovations to improve the health and quality of life outcomes within our community. Registrations and abstract submissions are now open for 2019: <https://scienceontheswan.com.au/>
- Interested in speaking alongside keynote speakers such as Dr Michael Moseley about *Healthy Ageing across the Life Course?* Abstract submissions are now open to present at this year's Science on the Swan conference | Submissions close 15th March: <https://scienceontheswan.com.au/abstracts/>
- Science on the Swan 2019 will focus on the whole life experience from birth to the latter years and will address how our brain interacts with our body and mind. Topics will include pain, vision, ageing, cognitive decline, cancer research and innovation currently

being developed. Keynote speaker Dr Michael Mosely will also bring a vivacious discussion to the panel. Registrations with early bird discounts are now open: <https://scienceontheswan.com.au/registration/>