



# AOHC 2023 MEDIA TOOLKIT

**PHILADELPHIA, PENNSYLVANIA**

*April 16-19, 2023*

**AOHC**2023

*Welcome to AOHC 2023*

**AOHC**2023

# DIVERSITY IN PRACTICE, UNITY IN PURPOSE

## Background and Vision

The American Occupational Health Conference (AOHC) is the premier professional meeting for physicians and other health professionals who have an interest in the fields of occupational and environmental medicine (OEM). It is also the annual membership meeting for ACOEM's members. AOHC provides a forum for connection, networking, and education.

People from around the globe convene to learn from each other, share knowledge, and connect through shared experience at AOHC, the largest meeting of occupational and environmental health professionals in the world. ACOEM is all about education, and our best education takes place at AOHC!

## What does this document do?

Sharing visual and written communications with your networks – and utilizing multi-media platforms to engage with stakeholders across OEM and beyond – will help bolster the engagement, attendance, and lasting impact of AOHC 2023. By leveraging your existing colleagues, friends, and professional connections, you can educate members and non-members alike about the social and educational benefits of conference attendance, offer avenues for discussion, and perhaps most important, build excitement for the College's 107th annual meeting.

## Some of what AOHC 2023 has to offer...

- Innovative educational offerings – Introducing a new pre-AOHC course on Military and Toxic Exposures and a Sunday workshop on sutures
- Unique and intriguing speakers – The Sappington Lecturer will be Jonathan Patz, MD, MPH, the Vilas Distinguished Achievement Professor & John P. Holton Chair of Health and the Environment at the University of Wisconsin-Madison; and our Patterson Lecturer will be Sara Gorman, PhD, a distinguished public health expert who has written extensively about psychology, misinformation, and science denial
- Special events and exhibits – Witness an extraordinary not-to-be missed exhibit from world renowned photojournalist Earl Dotter. This is your opportunity to meet and speak with the “American Worker’s Poet Laureate.” Also, new this year will be special long overdue recognition of past ACOEM presidents and House speakers

*"The medium is the message"*

AOHC2023

# SHOUT ABOUT #AOHC2023

## Be sure to follow our social channels

Follow ACOEM on LinkedIn – [linkedin.com/company/acoem](https://www.linkedin.com/company/acoem)

Follow ACOEM on Facebook – [facebook.com/americancollegeofOEM](https://www.facebook.com/americancollegeofOEM)

Follow ACOEM on Twitter – [twitter.com/ACOEM](https://twitter.com/ACOEM)

Follow ACOEM on Instagram – [instagram.com/acoem1916](https://www.instagram.com/acoem1916)

Follow ACOEM on Mastodon (*new*) – [med-mastodon.com/@acoem](https://med-mastodon.com/@acoem)



*Scan this QR code to  
follow all platforms  
from your smartphone*

## Share your values online

By actively engaging with your network through social media, email, or even a good old fashioned chat on the phone, you can share your excitement for AOHC 2023. You can also highlight your role as a valued member in the association world (if you are on ACOEM staff) or an active member of an often misunderstood specialty (if you are an OEM provider.) Use your platform to spread the word, and don't forget to use the hashtag #AOHC2023.

## Tips on tone and phrasing

Use the first person – that means “I/me” when posting or writing messages to your network.

Tone is also important – keep the tone personal and heart-on-sleeve. Get excited and energized by the conference – but remain open-minded and respectful if users have questions. You can always send them to ACOEM staff and encourage them to reach out to [custinfo@acoem.org](mailto:custinfo@acoem.org).

Ultimately, your tone and approach will vary depending on what you are comfortable with. Use whatever communication vehicles you know!



*Using platforms to your advantage*

# WHAT SHOULD I SAY?

## Tips for LinkedIn

- Be sure to tag ACOEM and any relevant speakers, sponsors, or exhibitors in your post by using the '@' symbol in front of a name
- Remember – LinkedIn has more of a 'professional' clientele, so you can use language that may be too technical for general audiences
- Posts do not have a set character limit, but filler causes your audience to scroll past – don't be afraid to use personal anecdotes!

## Tips for Facebook

- Facebook has a variety of ways to connect with audiences – make sure the vehicle is appropriate. Your friends from college may not be interested in AOHC, but members of a professional group may be
- Participate in groups. If you are not a member of any, find some topics important to you, join, and then encourage the community to engage with OEM-related issues
- Posts do not have to be as detailed or narrative-driven as LinkedIn, but posts with visual elements tend to gain more traction

## Tips for Twitter

- Always try and include an image in your tweet if possible – images are known to increase engagement
- Always include the hashtag #AOHC2023 so ACOEM can share your posts
- Good times of the day to tweet are 9-10 AM, 12:30-1:30 PM, 3 and 4:30-5:30 PM
- Mention 'influencers' (big accounts that you know and are likely to engage) to encourages retweets and likes. If you're posting a photo in the moment, you can tag them by adding them to "who's in this photo", even if they are not.

## Tips for Instagram

- Visual elements are the name of the game – experiment with different post types, including 'going live' and 'stories' (in which posts are only available for 24 hours)
- Keep in mind that links are not clickable in your posts (like LinkedIn) – double-check to make sure the links you use can be easily copied and pasted!

"The medium is the message"



# SAMPLE POSTS FROM AOHC 2022



leclimatedoc • Follow

leclimatedoc I finally met @tyhmacarabaliaria! Day 1 of @aochem1916 conference here in Salt Lake going strong! #AOHC2022

28 likes

May 5, 2022

Add a comment...



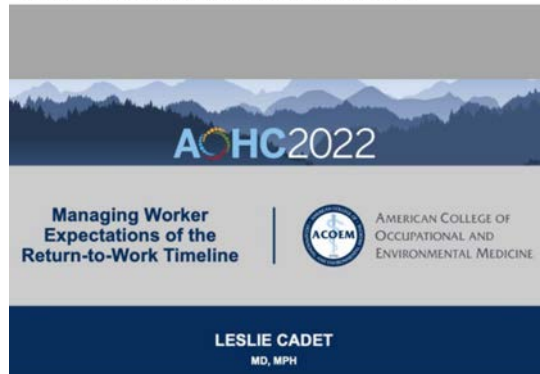
**Leslie Cadet, MD, MPH** · 1st  
Occupational & Environmental Medicine Physician

Super excited for AOHC 2022!

In my opinion, one of the more difficult aspects of caring for workers is informing them that their injury has not earned them a permanent vacation. One of the most rewarding aspects is enlightening them to the fact that they can still be productive while recovering.

I hope you'll join me as I share some techniques to make these challenging conversations easier.

#AOHC2022 #occupationalmedicine #workerscompensation



**Theodore Aquino, DO MBA MSPH**  
FACOEM · 2nd  
Chief Medical Officer and AVP

+ Follow

First medical conference in over two years. I am thankful for the opportunity to reunite with colleagues and be able to present alongside industry counterparts. #aohc2022



Maria Starchook-Moore and 139 others · 6 comments

Like Comment Repost Send



**Sunil Kumar Joshi** @drsunkij · May 1, 2022  
Attending American Occupational Health Conference 2022. #AOHC2022



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*Build excitement for AOHC 2023*

# WRITE YOUR MESSAGE

## Sample text for LinkedIn or Facebook

- **Attendees:**

Join me for 4 days of learning and connection at #AOHC2023! The American Occupational Health Conference, or AOHC, is the largest gathering of occupational and environmental medicine professionals. This year's conference takes place from April 16-19 in historic Philadelphia, Pennsylvania.

In addition to exemplary educational offerings and exhibits, AOHC will give you opportunities to network with friends and colleagues from around the world, especially at our Monday night event at the National Constitution Center. Want to learn more? Visit [acoem.org/aohc](http://acoem.org/aohc) for more information!

- **Speakers:**

Join me at #AOHC2023 in Philadelphia, Pennsylvania. On [SESSION DATE] I'm presenting on [INSERT SESSION TITLE]. Head here to register: [SESSION LINK]

I am so excited to be a part of AOHC 2023, and to be a part of the #OccEnvMed field. I hope to see you there!

## Sample text for Twitter or Instagram

- **Attendees:**

Join me for 4 days of learning and connection at #AOHC2023 from April 16-19 in historic Philadelphia, Pennsylvania.

AOHC is the largest gathering of occupational and environmental medicine professionals. Want to learn more? Visit [acoem.org/aohc](http://acoem.org/aohc) for more information!

- **Speakers:**

Counting down the days until #AOHC2023 in Philadelphia, Pennsylvania. I'm presenting on [INSERT SESSION TITLE]. Head here to register: [SESSION LINK]

I am so excited to be a part of AOHC 2023, and to be a part of the #OccEnvMed field. I hope to see you there!



*Build excitement for AOHC 2023*

# WRITE YOUR MESSAGE

Visit [acoem.org/aohc-media-kit](https://acoem.org/aohc-media-kit) to download attendee and presenter social media images!

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*Diversity in Practice, Unity in Purpose*  
Learn more and register at [acoem.org/aohc](https://acoem.org/aohc)

**Visit Our Booth at the 107<sup>th</sup> American Occupational Health Conference!**

**2023 EXHIBITOR**

**AOHC2023**  
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**I'm Presenting at the 107<sup>th</sup> American Occupational Health Conference!**

**2023 SPEAKER**

Learn more at [acoem.org/aohc](https://acoem.org/aohc).

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**I'm Attending #AOHC2023!**  
JOIN ME IN PHILADELPHIA AT THE 107<sup>th</sup> AMERICAN OCCUPATIONAL HEALTH CONFERENCE

Register Today at [acoem.org/aohc](https://acoem.org/aohc)