



## NSH Convention 2022: Twitter Takeover

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| Twitter<br>LOGIN | @NS4Histotech<br>PROFILE | SHARED SEPARATELY<br>PASSWORD |
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Twitter takeovers are a great way to share your experience at events, particularly the annual NSH Convention. It gives other histotechs the chance to hear your perspective: from a hands-on learning labs to real-time awards updates.

The aim of our Convention Twitter takeover is for you to share your own experiences throughout the day, while still being light and concise.

Each tweet will be shared from our brand account (@NSH4Histotech), and represent your position as a member within our community. We suggest keeping tweets less than 100 characters, but feel free to tweet as frequently as you like throughout the day. Be mindful to avoid long gaps of time between tweets, or front loading your tweets in the morning.

The focus of your takeover should be on your perspective of the event. Live-tweeting our speakers is welcome! It is okay to showcase other NSH members, with their permission.

### **Some guidelines:**

1. Only tweet about the event. Please avoid sharing your perspective on subject matter that does not directly relate to the NSH Convention.
2. To avoid security delays, login the day before the event. Do not publish any content until the day of the event.
3. Please logout immediately following the conclusion of the event. At this time, our account password will be updated and user access revoked.

Don't forget to share content on your own Twitter account!

*Please remember that you are representing NSH. Remember to follow membership guidelines, screen your content for inappropriate language, and do not feature those who do not provide consent. Please represent us professionally.*

## Fun features:

1. Link longer thoughts together by Replying to your own tweet! You can do this after publishing, or by following these instructions:
  - Step 1 Click the Tweet button to draft a new Tweet.
  - Step 2 To add another Tweet(s), click the highlighted plus icon (the icon will highlight once you have entered in text). *Note: If you go over the character limit, the text that is over the limit will be highlighted for easier editing before you post.*
  - Step 3 To delete any of your Tweets, click the delete button
  - Step 4 When you have finished adding all the Tweets you'd like included in your thread, click the Tweet all button to post.
2. Add pictures by tapping the Photo icon while drafting your tweet.
3. Tag colleagues and speakers by searching First and Last name in the Search function.

*Questions? Contact Danielle at [danielle@dmbsocial.com](mailto:danielle@dmbsocial.com).*