

Social Media Guide

Coming together for HPV Elimination is more important than ever before!

We, therefore, encourage you to share information about the Conference, and your participation in it, within your social media network – before and during the IPVC 2023 Conference.

Wondering where to start? Here's what to do!

Facebook – Here's how:

- A step-by-step guide – [click to see](#)
- A how-to video guide – [click to see](#)

Twitter – Here's how:

- A step-by-step guide – [click to see](#)
- A how-to video guide 1- [click to see](#)
- A how-to video guide 2- [click to see](#)

LinkedIn – Here's how:

- A step-by-step guide – [click to see](#)
- A how-to video guide – [click to see](#)

Instagram – Here's how:

- A step-by-step guide – [click to see](#)

What happens on IPVS' social media channels before, during and after a conference?

The IPVS social media channels:

- Provide all the general information + deadline

announcements you need as soon as these become available.

- Provide all the IPVSociety- AND conference-related information, announcements, and deadlines keeping you in the loop of the latest developments every day – we make sure you don't miss a thing about IPVS and IPVC 2023!
- Bring to your attention the latest scientific developments/journals/articles within the industry worldwide.
- Guide you through the whole IPVConference cycle stages – call for abstracts, guidelines, registration process, deadlines, etc.
- Are there for you always to answer any questions regarding IPVS and IPVC 2023!
- Create a worldwide online community by means of gathering everybody interested in PV-related information!
- Gather people like YOU – we are thereby able to create and maintain this connection between yourself and your like-minded peers and colleagues from all around the world – Join us – we need you and your work to create a

better world  – especially true DURING the IPVConference days – we create and maintain an all-day online conversation throughout all IPVS social media channels

For these and many other reasons, you NEED to be part of IPVS' social media world!

Be sure to connect with us on:

- [Facebook](#) (@IPVSoc)
- [Twitter](#) (@IPVSociety)
- [LinkedIn](#)
- [Instagram](#) (@IPVSociety)
- [YouTube](#) (@IPVSociety)

Hashtag basics – Ours is #IPVC2023 – use it! 😊

Stay connected and make the most out of this virtual adventure!

Make sure that you include our hashtag in your posts – then make sure you follow this hashtag in the social media’s search bars, so you get the latest developments and updates from ourselves and your colleagues attending #IPVC2023 with you in real-time!

What is a hashtag, How to “hashtag” and why include in your social media posts?

- A hashtag or this symbol “#” as it is more commonly known has become an integral part of social media.
- *A hashtag is a label for content.* It helps others who are interested in a certain topic, quickly find content on that same topic.
- Hashtags make it easier for you to discover posts around specific topics.
- They’re not just for Twitter anymore, either. Hashtags are effective on other social media platforms too. (Find more details on how to use hashtags for each platform below.)

How to use hashtags effectively:

- They always start with # but they won’t work if you use spaces, punctuation or symbols.
- Including hashtags in your posts means taking part in a conversation happening on that social media platform. And most importantly, it makes your posts visible in that conversation!
- For example, if you use #IPVC2023 in your Instagram posts, everybody who follows that hashtag will see your

recent post in their feed. You might gain some new followers this way as well – and thereby, connect with IPVC-interested peers worldwide!

How to use and follow the IPVC 2023 hashtag:

- **#IPVC2023** – this is the official IPVC 2023 Conference hashtag. Use it for all your Conference-related posts/tweets.
 - [Click here](#) to see all posts using #IPVC2023 on Facebook
 - [Click here](#) to see all posts using #IPVC2023 on Twitter
 - [Click here](#) to see all posts using #IPVC2023 on LinkedIn
 - [Click here](#) to see all posts using #IPVC2023 on Instagram

Sources:

- <https://blog.hootsuite.com/how-to-use-hashtags/>
- <https://smallbiztrends.com/2013/08/what-is-a-hashtag.html>

Some easy ways to share information about the Conference with your network:

- Live tweet from sessions, meetings and the exhibition. Be sure to mention [@IPVSociety](#) and use the hashtag **#IPVC2023**
- Share your highlights from sessions, using the **#IPVC2023** hashtag!
- You can also retweet and repost live coverage coming from the Conference from Facebook!

- Post photos and mention [@IPVSociety](#), and use the hashtag **#IPVC2023** on Facebook, Twitter, LinkedIn and/or Instagram. You can also like and share IPVC 2023 posts with your audience.
- Watch and share IPVC 2023 YouTube videos.

Suggested ways to connect to other participants:

- All of the above steps!
- Follow us and stay active before during and after the IPVConference on all social media channels.

SCOPE

The International Papillomavirus Society (IPVS) recognizes the importance of the internet and social media in shaping public thinking about the organization, its educational activities and advocacy activities such as the International HPV awareness campaign.

The IPVS understands the influence our organization has on the global stage advocating on raising awareness around HPV and disseminating research results, shaping the discourse and direction through interaction with social media.

POLICY

This policy has been developed to guide our organization in making appropriate decisions about work-related social media interactions. This policy will provide clear direction to ensure that any comments made on any form of social media are appropriate and reflect positively on the organization. Comments through social media should aim to achieve respectful, knowledgeable discourse with the HPV research and advocacy community on the Internet while protecting the privacy, confidentiality and interests of the organization and its activities.

This policy applies to all staff members, contractors, Board, Committee and working group members when engaging in social

media in the following circumstances:

- While you are performing work for the organization on any of the social media platforms used by the organization; or
- when you convey information about the organization, partners or stakeholders.
- regardless of where or with what I.T systems or equipment, social media activity includes (although not limited to):

o Social networking sites: Facebook, Twitter and LinkedIn

o Video and photo sharing sites: YouTube and Instagram

o Post-webinar discussion forum on the IPVS Education Center

o HPV Hub

o Interaction with wikis and on-line collaborations (e.g. Wikipedia)

o Any other web sites that allow individual users to publish content

Guidelines

When contributing commentary or information on a social media platform which makes reference to IPVS, you are encouraged to identify that you are connected to the IPVS and that the views expressed are yours alone and do not represent the views of the organization. When curating for one of the IPVS social media accounts, please retweet and tweet responsibly. News from a country or on research work should only be shared by IPVS when it has already been released by the country or authors themselves.

Respect and Privacy

The IPVS encourages you to write knowledgeably, accurately,

and to use appropriate professionalism. Despite disclaimers, your social media interactions can result in members of the public forming opinions about the organization. You must not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright or is otherwise unlawful use or disclose of any confidential or secure information. Posts on social media may have legal implications. You must not make any comment or post any material that might otherwise cause damage to the reputation of IPVS.

Cyber-bullying

Cyber-bullying is described as information displayed in technologies such as e-mail, text messages, instant messaging, personal web sites, blogs, web pages, etc that support the deliberate, repeated and hostile behaviour towards another employee, board member, or group that intends to harm or defame them. Cyber[1]bullying is not acceptable by anyone working with the IPVS, and is illegal and reportable in most countries.

Consequences of Breaching the Policy

Staff members, contractors, Board, Committee and working group members must recognize that they may be legally liable for anything they write or present in social media. Comments made on a social media site are permanent. Even after deleting the content, it cannot be guaranteed that copies have not been kept by other sources.

The use of copyrighted material, plagiarism, unfounded or derogatory material, or misleading information could also lead to legal action by the effected parties and/or disciplinary action by the organization which could include termination of employment or criminal proceedings.

Media Contact

If any member of the media makes contact with you about any issues pertaining to the IPVS you must not provide comment or opinion and instead refer the matter to the President of the society who will direct the media to the best contact within the organization.

Take advantage of these copy samples and templates

The following examples are ready to be used in your social media channels

Feel free to edit these and write your own posts/tweets. The marked text notes are where you must add your information.

- This April I will be attending the #IPVC2023 Conference! Can't wait to meet international colleagues. Are you joining us? <https://ipvconference.org/>
- So many exciting topics at #IPVC2023 I look forward to discussing **[insert 1 or 2 topics]** with international colleagues. <https://ipvconference.org/>
- Can't wait to discover the latest research in PV **[or insert a topic of your interest]** at #IPVC2023

Tell the world you're attending! And invite your friends to join.

- Use the images and text suggestions to post to your channels and help spread the word.
(Click on an image, then right-click to save or copy the image)

Join me at IPVC 2023 Template

I'll be presenting at IPVC 2023 Template

Customizable Post Template

Join me at IPVC 2023 Template

I'll be presenting at IPVC 2023 Template

Customizable Post Template

Are you ready to join – maybe even lead – the [#IPVC2023](#) conversation on social media? We hope to see you there!