

2017 CAS Annual Meeting Social Media Campaign

November 5-8, 2017

Hilton Anaheim
Anaheim, California



*Annual
Meeting*

#CASAnnual



2017 CAS Annual Meeting Social Media Campaign

Campaign Elements

Speaker Toolkit

#CASAnnual

Daily Twitter Contest

Custom Snapchat Filter



2017 CAS Annual Meeting Pre-Event



Social Media Toolkit for Speakers

Thank you for offering your time and talent to present at the 2017 CAS Annual Meeting! We have compiled some suggestions to help you build awareness of your participation at the Annual Meeting among your professional networks.

Pre-Event — Build Awareness

Connect with CAS social media accounts.

Ensure that you are following us on social media prior to the event and receiving all of our information.



Follow @CASact on Twitter



Like the CAS on Facebook



Connect with the CAS on LinkedIn

Not on social media? We still need your help!

Send your suggested posts and photos to socialmedia@casact.org for the CAS to share through our social platforms!

Share your participation in the Annual Meeting.

- Post on Twitter or Facebook about your upcoming session using the hashtag #CASAnnual.
- Post on your LinkedIn network to let colleagues know about your participation in the meeting.
- Use a custom Annual Meeting speaker badge in your social media postings and email signature (see below).



Click on each image to download.

During the Event — Participate and Engage

Showcase your on-site participation.

- Live tweet on-site content using the hashtag #CASAnnual.
- Suggestions for post-worthy content include:
 - **Preview** your own session content and logistics (date/time/room) to build awareness of your session for on-site attendees
 - **Insights** or observations on session topics
 - **Quotes** from panelists
 - **Photos** from sessions or other meeting activities



Interact with other conference speakers and attendees.

- Share content from the CAS main accounts by re-tweeting or sharing posts.
- Engage in conversation with fellow attendees using the hashtag #CASAnnual.
- During your session, remind your audience of the hashtag and encourage them to live tweet.

Post-Event — Keep Momentum Going

Reflect on the conference and continue conversations.

- Be sure to thank all of your new followers and people with whom you engaged on various platforms throughout the meeting.
- Share some overall thoughts on the meeting using the meeting hashtag #CASAnnual.
- Offer any resources from your presentation that may be available for download online.
- Let attendees know if and how they can continue conversations with you (e.g., on Twitter, LinkedIn, Facebook).



➤ Distributed Speaker Toolkit to encourage social media promotion:

✓ Shareable custom speaker graphics

✓ Ideas for Pre-Event, During and Post-Event



2017 CAS Annual Meeting Pre-Event

✓ Toolkit also included sample posts for Facebook, LinkedIn, Twitter

2017
Annual Meeting



Sample Social
Media Posts
for Speakers



Pre-Event

What's new and emerging in risk management? Join me at #CASAnnual, where I'll be presenting on [your topic here]. casact.org/annual

Looking forward to my session on [your topic here] at #CASAnnual in Anaheim. Will you be joining me? casact.org/annual

[Insert statistic from presentation]. Learn more at my #CASAnnual session! [Link to session in CAS Program Guide]

This month I'll be speaking at the #CASAnnual in Anaheim, presenting a session on [your topic here]. I'm looking forward to connecting with colleagues and learning some of the latest trends in actuarial science! casact.org/annual

Did you know [insert statistic or research finding from presentation]? I'll be discussing this topic and more during my session at the #CASAnnual in Anaheim! [Link to session in CAS Program Guide]

Did you know [insert statistic or research finding from presentation]? I'll be discussing this topic and more during my session at the upcoming #CASAnnual in Anaheim! [Link to session in CAS Program Guide]

During Event

Don't forget my #CASAnnual presentation on [your topic here] is taking place at [location and time]! Hope to see you there! @CASACT

Want to learn more about [your topic here]? Stop by my session at #CASAnnual. [Insert time and location]

(take a picture or a screenshot of an interesting slide from your presentation) Learn more about [your topic here] at my session at [location and time]. #CASAnnual

I am presenting at the #CASAnnual in Anaheim today! Attendees interested in learning about [your topic], stop by my session at [time and location]. Look forward to seeing you there!

Post-Event

Enjoyed connecting with @casact #CASAnnual attendees and presenting on the topic of [your topic here] at this year's meeting in Anaheim!

Had a great time meeting friends new and old in Anaheim! Thank you to all who attended #CASAnnual! [Picture from plane, airport, or social event]

I just returned from Anaheim and the #CASAnnual where I presented on [your topic here]. Another great CAS event!

Did you know [insert statistic or research finding from presentation]? I covered this and more during my session at the recent #CASAnnual in Anaheim. Download my presentation slides from the CAS website at casact.org/annual.

In addition to using these samples to post about the 2017 CAS Annual Meeting to your social media accounts, be sure to follow the CAS accounts and retweet, like, and share our posts!





2017 CAS Annual Meeting On-Site Twitter Contest

- ✓ A fun challenge each day of the conference
- ✓ Each day a chance to win a \$100 gift card



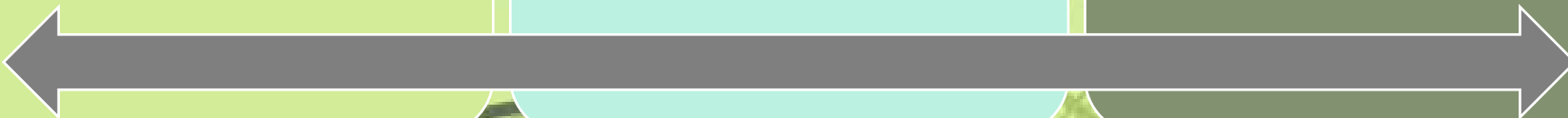
Sunday Challenge:
Post a picture with
the CAS logo



Monday Challenge:
Post a picture from
the exhibit hall



Tuesday Challenge:
Post a photo with
the Snapchat filter






2017 CAS Annual Meeting On-Site Twitter Contest: Day 1

2017 Annual Meeting  *Snap Tweet Win*



 Follow us on Twitter @CASact and use the hashtag #CASAnnual

Chance to Win a \$100 Amex Gift Card Each Day! Here's how:
Tweet us your photos using #CASAnnual


Snap a photo with the CAS logo... get creative!

 **Patrick Jung**
@YoungPatJung Following

Started from Exam 1 now we're here.
[#CASannual](#) @CASact

11:48 PM - 5 Nov 2017

7 Likes 

 **Helen Simonett**
@helenmuller4 Follow

After a 3 year hiatus I'm back at a #CASAnnual meeting! That pie in NYC was delicious though 🍰 #CAS #actuaries4life



 **Nate**
@ng07 Follow

#CASAnnual



 **Elleletweet**
@elleletweet Follow

#CASAnnual





2017 CAS Annual Meeting On-Site Twitter Contest: Day 2

2017
Annual Meeting



Snap Tweet Win



Follow us on Twitter @CASact and
use the hashtag #CASAnnual

Chance to Win a \$100 Amex Gift Card Each Day! Here's how:
Tweet us your photos using #CASAnnual

Get to know our Exhibitors!
Tweet us a photo from a booth in the exhibit hall.



Alan Law
@awall3311

Follow

Replying to @CASact

Thanks for the WiFi! #CASAnnual



HILTON ANAHEIM
Anaheim, CA



Patrick Jung
@YoungPatJung

Following

Just entered the cookie raffle. Loving all the
free swag at #CASAnnual @CASact



Sean Fake
@SLFake

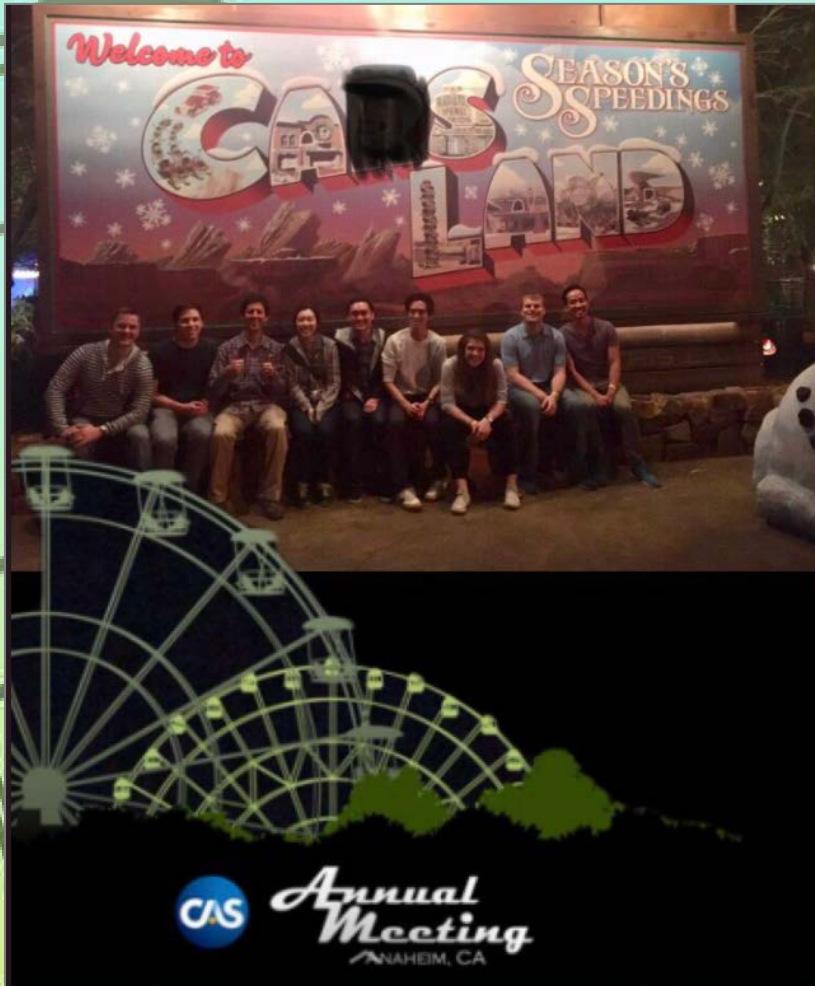
Following

Checking out the exhibits #CASAnnual





2017 CAS Annual Meeting On-Site Twitter Contest: Day 3

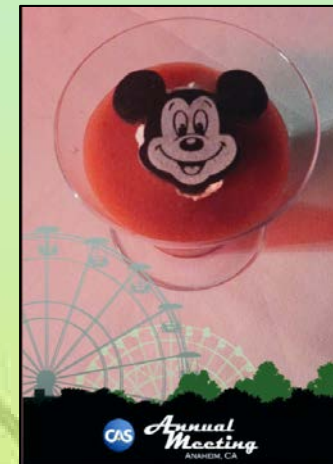


2017 *Annual Meeting*  *Snap Tweet Win*

 Follow us on Twitter @CASact and use the hashtag #CASAnnual

Chance to Win a \$100 Amex Gift Card Each Day! Here's how:
Tweet us your photos using #CASAnnual

Tag us in your screenshot of the #CASAnnual Snapchat Filter!





2017 CAS Annual Meeting Post-Event

3,029 views of the custom Snapchat filter (compared to 1,300 at 2016 Annual Meeting)

84% increase in Twitter engagement from 2016 Annual Meeting to 2017 Annual Meeting

66,000 tweet impressions over 28 day period

371% increase in Twitter mentions compared to previous 28 day period



2017 CAS Annual Meeting Post-Event

Data ranges include three days of event



Data includes pre, during, and post meeting communications

28 day summary with change over previous period





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