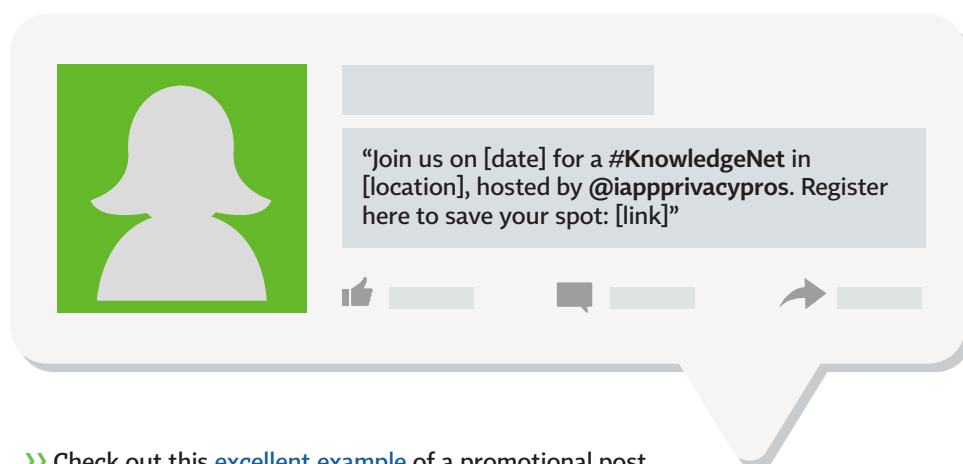


SOCIAL MEDIA GUIDE

Promoting Your Upcoming KnowledgeNet Chapter Meeting

- 1 Follow us on all platforms** and link to us in your bio.
- 2 When posting about your KnowledgeNet Chapter Meeting, tag the IAPP and your co-hosts.** The post will get more visibility, and the IAPP and other hosts will be able to see and interact with it.
- 3 Include photos with your posts.** Posts with photos or videos have higher reach than posts without. Use a photo from a previous KnowledgeNet Chapter Meeting, or use the photo attached to the email.
(Instagram tip: Make sure to share to your Instagram Story, too.)
- 4 Use hashtags to increase post reach.** **#KnowledgeNet**, **#iapp**, and **#privacypro**, as well as hashtags relevant to the discussion topic or location (**#dataethics**, **#EUprivacy**, **#LGPD**, etc.)

Example post:



>> Check out this [excellent example](#) of a promotional post.



@IAPP – International Association
of Privacy Professionals



@IAPPPrivacyPros



@PrivacyPros



@iappprivacypros