

Global Sister Societies Toolkit

As a valued AASLD Sister Society, you can help us raise awareness of TLM and TLMdX among your members and other global experts and leaders in hepatology by using this Marketing Toolkit. The text provided below offers ready-to-use “copy and paste” content, making it easy to create effective and personalized messages for social media, email, and website.

For more information, visit [The Liver Meeting website](https://www.aasld.org) or contact marketing@asld.org.

Sample Copy

- As part of the global community dedicated to advancing liver health, **[insert society/foundation name here]** is excited to attend #TLM24, Nov. 15-19 in San Diego. **[Insert why you are attending: networking, education, credits, etc.]**. <https://www.aasld.org/the-liver-meeting>
- **[insert society/foundation name here]** is attending #TLM24! For over seven decades, this gathering has been the premier event for hepatology professionals worldwide to collaborate and share cutting-edge expertise. It's not too late to register: <https://www.aasld.org/the-liver-meeting>
- Fellow members of **[insert society/foundation name here]**: join us at #TLM24, Nov. 15-19 in #SanDiego. **[Insert society/foundation name here]** looks forward to participating and interacting with experts and thought leaders forging the way for liver disease. Learn more: <https://www.aasld.org/the-liver-meeting>.
- We're excited to hear from speakers who represent over 50+ countries at #TLM24 in San Diego, CA! We're most excited for connecting with our members and **[insert something you are looking forward to - networking, education, credits, etc.]**. Join us: <https://www.aasld.org/the-liver-meeting>
- A global gathering, you won't want to miss! This is your opportunity to engage with other international partners dedicated to advancing liver health at #TLM24, Nov. 15-19 in San Diego! Join us: <https://www.aasld.org/the-liver-meeting>

Helpful Tips for Social Media Posts

1. Include one of the graphics from this toolkit or an image of yourself attending TLM in your social media post. Social media posts with graphics and/or images gain more visibility.
2. Include the official hashtag for TLM in your post: #TLM24
3. Tag AASLD in your post by tagging our social media accounts. You can tag us by adding @ prior to the text below for the following channels:
 - a. Facebook: AASLDNews
 - b. Instagram: AASLD
 - c. X: AASLDTweets
4. Invite your followers to learn more about TLM by including the URL: <https://www.aasld.org/the-liver-meeting>