

OMA ANNUAL 2027
SOCIAL MEDIA TOOLKIT FOR SPEAKERS

Thank you for being a valued speaker at the OMA Annual 2027 Conference. Your expertise and leadership help advance education in obesity medicine and support clinicians working to improve care for people living with obesity. To help raise awareness and encourage more clinicians and students to join the conversation, we invite you to promote the conference and your session(s) through your social media channels. Sharing your participation helps expand the reach of the meeting and highlights the important work happening across the field of obesity medicine.

The hashtags for this event are **#OMA27** and **#OMAAnnual2027**. Please include these hashtags in your posts.

OBESITY MEDICINE ASSOCIATION SOCIAL TAGS:

FACEBOOK: **@Obesity Medicine Association**

LINKEDIN: **@Obesity Medicine Association**

X: **@omasocial**

INSTAGRAM: **@omasocial**

SUGGESTED SOCIAL MEDIA POSTS

Below are several sample posts for you to share on different social media channels. Please revise and customize the posts as you wish, but please remember to use **#OMA27** and **#OMAAnnual2027** to keep the conversation going! When you post, please also tag Obesity Medicine Association and we'll share your posts through our channels to elevate your social media presence to our audience!



SAMPLE POSTS FOR FACEBOOK:

POST 1:
I'm excited to be speaking at #OMAAnnual2027 taking place March 31–April 4 in Orlando, FL! Join me and other leaders in obesity medicine for engaging education and meaningful conversations that support evidence-based care for people living with obesity. I hope to see you there! Learn more and register: https://bit.ly/OMAAnnualConference #OMA27

POST 2:
I'll be presenting at the #OMAAnnual2027 hosted by @Obesity Medicine Association. This year's conference will bring together healthcare professionals dedicated to advancing evidence-based obesity treatment and improving patient outcomes. Join us to explore practical strategies you can apply in clinical practice. Register today: https://bit.ly/OMAAnnualConference #OMA27

SAMPLE POSTS FOR LINKEDIN:

POST 1:
I'm honored to be speaking at OMA Annual 2027: Innovate. Educate. Elevate. This conference is the perfect opportunity to learn, collaborate, and discuss the latest evidence-based approaches to caring for people living with obesity. If you're interested in advancing your knowledge and connecting with peers in obesity care, I hope you'll join us. Learn more: https://bit.ly/OMAAnnualConference #OMA27

POST 2:
I'm looking forward to presenting at the OMA Annual 2027 Conference, hosted by @Obesity Medicine Association. This conference brings together clinicians committed to improving obesity care through education, collaboration, and shared expertise. I hope to see many of you there! Register here: https://bit.ly/OMAAnnualConference #OMA27

SAMPLE POSTS FOR X:

POST 1:
I'm excited to speak at @omasocial's #OMAAnnual2027 Conference! Join clinicians & experts advancing evidence-based care for people living with obesity. Hope to see you there. #OMA27 https://bit.ly/OMAAnnualConference

POST 2:
I'll be presenting at the #OMAAnnual2027 Conference with @omasocial. Looking forward to sharing insights and connecting with colleagues committed to improving obesity care. #OMA27 https://bit.ly/OMAAnnualConference

SAMPLE POSTS FOR INSTAGRAM:

POST 1:
I'm excited to be speaking at the #OMAAnnual2027 Conference! Join me and other leaders in obesity medicine as we share insights, research, and practical strategies to support people living with obesity. Learn more and register at ObesityMedicine.org. #OMA27

POST 2:
Honored to be presenting at the #OMAAnnual2027 Conference with @omasocial. This conference brings together clinicians and experts committed to advancing obesity care and improving patient outcomes. Hope to see you there! #OMA27

ADDITIONAL IDEAS:

- Give a boost to another attendee. Follow the hashtag on Facebook, Instagram, and X and share other members' posts. It's an easy way to keep the conference top of mind and create new connections with other industry leaders.
- Pair your posts with images. Obesity Medicine Association has created images for you to use with your social media posts. If you'd like a custom social shareable created, please reach out to the OMA team.

OMA looks forward to seeing you at OMA Annual 2027

