HOW YOU CAN PARTICIPATE IN THE
2020 SNEB VIRTUAL POSTER SESSION

LOGISTICS:
The Society for Nutrition Education and Behavior has moved our poster session to a Twitter event for the 2020 Annual Conference. By using the web, we have the possibility of reaching a worldwide audience of people passionate about nutrition education. Each participant is responsible for sharing their abstract on Twitter during their designated time slot.

PREPARATION:

Twitter:

How to create a Twitter account:
1. Visit twitter.com and click “Sign Up”
2. Create your account by inputting your name, phone number, and birthday
3. Follow the prompts to upload a profile picture and write a bio

Once you have created an account:

Once you have created an official account, it is time to connect with other industry professionals and showcase your participation in the 2020 SNEB Annual Conference.

1. Follow and connect with coworkers, colleagues, industry leaders, journals, etc. We recommend following these accounts:
   • @SNEBO
   • @JNEBO

If you already have a Twitter account:

If you already have a Twitter account, great! Make sure your profile is public for the duration of your timeslot to ensure that your material can be liked, retweeted, and replied to. This is a time to engage with colleagues, faculty, and other industry professionals online, so be certain that your profile reflects your professional self. If you need to create a professional handle or separate account, that may be something to consider.

PROMOTION:

Your abstract text, poster pdf and video, if supplied, will be posted on www.jneb.org. We encourage you to share these links. The material you provided is scheduled to be live on July 6.
Posting on Twitter

During your designated time slot, the week of July 20 - 24, we encourage you to share your research on Twitter. All posts tagging @SNEBOnline or @JNEBOnline and containing the hashtag #SNEB2020 will be retweeted by SNEB.

1. Log in to Twitter
2. Compose your tweet (280 characters)
   Include the link to your JNEB poster and/or video. You may want to consider using software that shortens the link to reduce the number of characters in your tweet. You may also want to create an image that briefly describes your research and would encourage users to visit the full poster. Canva is a great free resource for creating appropriately sized graphics that can be uploaded to Twitter.

Make sure to tag the following:
- Your Institution
- Any Co-presenters
- Faculty Advisors
- Funding Officer(s)
- @SNEBOnline or @JNEBOnline

Please also include this hashtag:
- #SNEB2020

6. Post the tweet

7. If you submitted a poster and a video, it's ok to create a post for each one

Engaging with others

In addition to promoting your own poster, we recommend engaging with the other presentations as well.

2. Like, comment, and retweet the work of other presenters. This will help spread awareness about the event and help your work be seen.
3. Respond to comments. Whether it is a like or full response, it is important to acknowledge any comment or engagement with your poster.