



# Federal Bar Association

## SOCIAL MEDIA ENGAGEMENT

Speaker engagement on social media is a valuable marketing tool for event programming. Event attendees register to attend our programming to see you speak!

Be on the lookout for weekly posts regarding the Qui Tam Conference!

- Conference website: [www.fedbar.org/quitam20](http://www.fedbar.org/quitam20)



### Facebook

- Go to <https://www.facebook.com/FederalBar/>
- Click to like and follow the FBA!
- Look under the "Posts" section of the page
- Find any post that relates to the Qui Tam Conference and "share," "like," or "comment" on the post. Tagging friends or your firm is also a great way to show other people the event is going on!



### Twitter

- Go to <https://twitter.com/federalbar>
- Click to follow the FBA!
- Find any Qui Tam Conference related tweets to "like," "retweet," or "comment" on. You can also tag friends and your firm to spread the word further!
- Use the hashtags #QuiTam20 and #FBA to promote the event or tag us @federalbar when posting about the event and we will be sure to retweet!



### Instagram

- Find the FBA's Instagram profile – @federal\_bar
- Click to follow the FBA!
- Find any Qui Tam Conference related tweets to "like," "share to story," or "comment" on. You can also tag friends and your firm to spread the word further!
- Use the hashtags #QuiTam20 and #FBA to promote the event or tag us @federal\_bar



### LinkedIn

- Go to <https://www.linkedin.com/company/federal-bar-association/>
- Find any posts related to Qui Tam Conference and "like" or "comment" on the post.
- Feel free to share on your personal LinkedIn page that you are attending the event so colleagues can see information about the event.



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## SOCIAL MEDIA TEMPLATES

Feel free to create your own message or use these message templates.



I will be speaking at the Federal Bar Association's Qui Tam Conference on February 27–28, 2020. Join me and other experienced FCA litigators from a variety of backgrounds as we dive into advanced topics and discuss emerging trends and key developments pertaining to the FCA. Click here to register today and view our full program: [www.fedbar.org/quitam20](http://www.fedbar.org/quitam20) {#FBA #attorneyatlaw #lawyerlife #networking #barassociation #quitam}



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Join me at the [#FBA](#) Qui Tam Conference Feb. 27–28. Other panelists and I will dive into advanced topics and discuss emerging trends and key developments pertaining to the FCA. You don't want to miss this! [www.fedbar.org/quitam20](http://www.fedbar.org/quitam20)

\*Submit your headshot to receive a personalized graphic.



(Right-Click and Save as Picture to use in email signatures and on social media.)