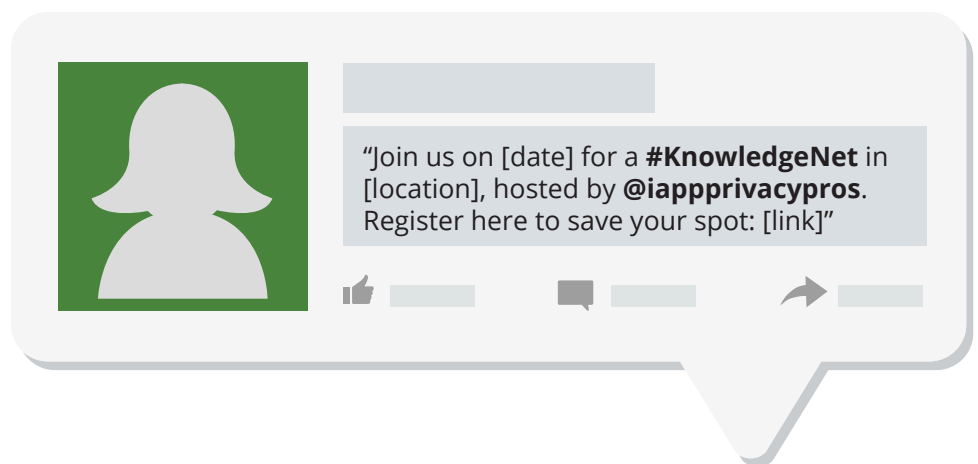


SOCIAL MEDIA GUIDE

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:



@IAPP



@theiapp



@theiapp