We encourage you to spread the word about SLEEP 2024 with your network before, during, and after the event this June. This toolkit includes sample social media posts, a link to graphics, and tips to help you get started.

**Event Information**

SLEEP 2024 | June 1-5, 2024 [www.sleepmeeting.org](http://www.sleepmeeting.org)

**Event Description**

SLEEP is the annual meeting of the Associated Professional Sleep Societies, LLC (APSS), which is a joint venture of the American Academy of Sleep Medicine (AASM) and the Sleep Research Society (SRS). SLEEP 2024 is the 37th annual meeting of the APSS.

**Social Media Pages**

Follow AASM on Twitter, Facebook, LinkedIn, Instagram, and TikTok. Follow SRS on Twitter, Facebook, LinkedIn, and Instagram to receive event updates. We encourage you to like, retweet, and share posts from AASM, SRS, and SLEEP 2024 presenters and attendees throughout the event.

Tag AASM and SRS social media accounts (@AASMorg on Twitter and Instagram, @aasm_sleempted on TikTok, or @American Academy of Sleep Medicine on Facebook and LinkedIn; @Research Sleep on Twitter and Instagram or @Sleep Research Society on Facebook and LinkedIn) to gain a larger audience for your posts. We also encourage you to tag people in your networks, such as your co-presenters, in posts. Also, consider including your social media handles in your conference materials to make it even easier for attendees to network and collaborate with you long after the event ends.

**Official Hashtag**

Hashtags add visibility to your posts by making them easier to find on social media. The official hashtag to use when posting about SLEEP 2024 is #SLEEP2024.

**Social Media Images**

To access images that can be shared on social media, download them from the SLEEP website. Each social media image is sized for sharing on Facebook, Twitter, LinkedIn, and Instagram.
Sample Social Media Posts

General

- @AASMorg and @ResearchSleep are bringing you the largest gathering of sleep professionals and cutting-edge sleep and circadian research at #SLEEP2024 on June 1-5. Register to attend in Houston this year. [www.sleepmeeting.org](http://www.sleepmeeting.org)

- #SLEEP2024 is the premier conference dedicated to clinical sleep medicine, sleep and circadian research, and sleep health. Reserve your spot to “Explore the Universe of Sleep 2024!” Join us in Houston on June 1-5. [www.sleepmeeting.org](http://www.sleepmeeting.org)

Attendees

- I’m attending #SLEEP2024 this year, and I hope you’ll join me! The schedule is packed with sessions led by leaders and innovators in #SleepMedicine, exploring the latest data and ideas in the field. Check it out: [www.sleepmeeting.org/schedule](http://www.sleepmeeting.org/schedule)

- Join me at #SLEEP2024, the largest gathering of #SleepMedicine professionals in the world! Register to attend in Houston this year: [www.sleepmeeting.org](http://www.sleepmeeting.org)

Presenters

- Are you attending #SLEEP2024? Join me as I present [topic] on [date]. Register at [www.sleepmeeting.org](http://www.sleepmeeting.org)

- I’m honored to present at #SLEEP2024 this year! I’ll be discussing [topic] on [date] with [co-presenters]. Check out the details: [www.sleepmeeting.org/schedule](http://www.sleepmeeting.org/schedule)
Exhibitors

• [Organization] is looking forward to exhibiting at #SLEEP2024! We’re excited to share our latest updates with you in Houston this year. www.sleepmeeting.org

• We’re excited to exhibit at #SLEEP2024! Explore the exhibit hall and chat in person with our reps during the event this year. www.sleepmeeting.org

Press Releases

Access official APSS press releases about SLEEP 2024 on the SLEEP website.

If your organization plans to celebrate its participation in SLEEP 2024 with a press release, access the APSS, AASM, and SRS boilerplate language below.

Associated Professional Sleep Societies, LLC (APSS): Established in 1986, the Associated Professional Sleep Societies, LLC, is a joint venture of the American Academy of Sleep Medicine and the Sleep Research Society. The APSS organizes the SLEEP annual meeting, an international conference that brings together the leading clinicians and scientists in the fields of sleep medicine and sleep and circadian research.

American Academy of Sleep Medicine (AASM): The American Academy of Sleep Medicine is a professional society that is dedicated to advancing sleep care and enhancing sleep health to improve lives. The AASM has a combined membership of 12,000 accredited member sleep centers and individual members, including physicians, scientists, and other health care professionals. As the leader in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education, and research.

Sleep Research Society (SRS): The Sleep Research Society is a professional membership society that advances sleep and circadian science to cultivate knowledge and optimize health and well-being. The SRS publishes the peer-reviewed, scientific journals Sleep and Sleep Advances, and the SRS and its members foster scientific research investigation in all areas of sleep and circadian science.