



Dear DAA Trade Exhibitors,

DAA is excited to once again profile the conference through its social media channel Twitter. We were thrilled with the [positive interactions](#) we have received at previous conferences, and we look forward to another great online experience at the 34th DAA National Conference.

Our conference will explore the theme: 'Cultivating Fresh Evidence'. Through DAA's social media channels we will be providing the latest information on conference speakers, nutrition research – and much more.

We welcome you to be a part of the online community for the Conference. We encourage all social media followers to 're-tweet', reply and promote the exciting research being presented during the three days. DAA's official conference social media channel is [@DAA\\_feed](#) and our conference hashtag is **#daa2017**.

Before joining us online, we would like to bring your attention to '[DAA's Policy for acceptance and dissemination of advertising \(including trade exhibits\)](#)'. The Policy states that 'Trade Exhibitors cannot use attendance at a DAA event to promote their company or products to the general public or to engage media attention.'

We understand the conference provides Trade Exhibitors with a great opportunity to promote their company, products or services to DAA members. If your company or service is planning on using social media during the conference, there are many ways you can get involved whilst still abiding by the above-mentioned Advertising Policy. This includes:

- Promoting the research and speakers
- Conversing with online followers.

Here are some examples of how you can tweet during DAA National Conference:

- Attending DAA\_feed's #daa2017 to learn more about "Insert subject"
- Interesting to learn that "insert quote, statistic, fact or other information" #daa2017
- Look forward to hearing @speaker talk about "subject" at DAA\_feed's #daa2017 National Conference on cultivating fresh evidence.
- Today's session on xyz at #daa2017 discusses the importance of xyz (nutrition topic of relevance to an exhibitor)

As social media is a public forum, we advise Trade Exhibitors to refrain from:

- **Directly promoting attendance at the conference via social media.** For example, 'We are attending the DAA National Conference. Come and say hello.'
- **Promoting availability of products, services or resources at the DAA Conference.** For example, 'We have lots of product X available to give away at our stand at the DAA Conference. Grab some today.'

If a trade exhibitor is asked a question, or receives a comment by an online follower, and the Trade Exhibitor's reply would be in breach of the Policy, DAA recommends the Trade Exhibitor

replies to the follower outside of the public forum (for example, through a direct message on Twitter or Facebook).

We hope you enjoy the conference and look forward to hearing from you on social media. If you have any questions in relation to social media engagement at the conference, please contact DAA's Marketing & Partnerships Senior Dietitian Natalie Latham on 0409 450 535 or [partnerships@daa.asn.au](mailto:partnerships@daa.asn.au).