



# ASME® 2021 TURBO EXPO

Turbomachinery Technical  
Conference & Exposition

CONFERENCE  
June 7–11, 2021

Online, Virtual



Greetings from the ASME Turbo Expo Team!

We are so excited for you to be presenting at Turbo Expo 2021 for all new content and optimal networking opportunities. We have put together a toolkit to make it easier for you to share and let your network know you are participating in this 5-day virtual event.

- LinkedIn announcements
- Suggested tweets
- Proposed Facebook posts
- Suggested Instagram stories/posts
- Summary with all helpful links, social media tags, and hashtags
- Compressed folder of images that fit the appropriate dimensions per platform are available on the [TE21 Virtual Conference Resources](#) page.

This toolkit is designed to help you enhance your networking experience during the virtual conference. If you have a question, feel free to email us at [igtiprogram@asme.org](mailto:igtiprogram@asme.org).

**See you (virtually) at ASME's Turbo Expo 2021**

- **The Team at ASME**

# LINKEDIN

## Sample Posts & Announcements

### Quick Notes:

- **Suggested hashtags to use:** #turbomachinery #energy #gasturbine #sustainableenergy
- We encourage you to join ASME's IGTI (International Gas Turbine Institute) group on LinkedIn and share posts from IGTI's LinkedIn page to include more information about the event
- Be sure to use our event's hashtag #TurboExpo2021 in your posts

**Sample 1:** I am thrilled to announce that I will be speaking at Turbo Expo in June! Join me and a wonderful group of industry experts virtually. Learn more at [event.asme.org/Turbo-Expo](https://event.asme.org/Turbo-Expo). My session, **[INSERT SESSION TITLE]**, will take place on June **[INSERT DATE]**. The session will be about **[SHORT SESSION/TOPIC DESCRIPTION]**. Learn more at [event.asme.org/Turbo-Expo](https://event.asme.org/Turbo-Expo). If you have a question, be sure to email [igtiprogram@asme.org](mailto:igtiprogram@asme.org). I hope to see you there virtually! #TurboExpo2021

**Sample 2:** I am so excited to be a speaker at ASME's Turbo Expo. Don't miss my session, **[INSERT SESSION TITLE]** on June **[INSERT DATE]**. I hope to see you virtually in June! Learn more & register at [event.asme.org/Turbo-Expo](https://event.asme.org/Turbo-Expo). #TurboExpo2021

# TWITTER

## Sample Tweets

### Quick Notes:

- Use the hashtag #TurboExpo2021 and if you would like to tag us @IGTI & @ASMEDOTORG we can respond and retweet your posts for our followers to see!
- We encourage you to retweet tweets from @IGTI's Twitter to include more information about the event
- Please note that you are only allowed up to 280 characters per tweet

**Sample 1:** I am thrilled to be speaking at Turbo Expo in June! Join ASME & me virtually June 7-11 and make sure to catch my session, **[INSERT SESSION TITLE]**! Learn more & register at [event.asme.org/Turbo-Expo](https://event.asme.org/Turbo-Expo) @IGTI. #TurboExpo2021

**Sample 2:** Turbo Expo is just around the corner! Join ASME & me virtually with many other leading experts and authors June 7-11. I hope to see you there virtually! Learn more at [event.asme.org/Turbo-Expo](https://event.asme.org/Turbo-Expo) @IGTI. #TurboExpo2021

Sample 3: Don't miss my presentation at ASME's Turbo Expo on June **[INSERT DATE]**! My session, **[INSERT SESSION TITLE]**, will address **[SHORT SESSION/TOPIC DESCRIPTION]**.

**Suggested hashtags:** #turbomachinery #gasturbine

# FACEBOOK

## Sample Facebook Posts

### Quick Notes:

- Please tag @ASMEIGTI & @ASME.ORG in your posts and use the hashtag #TurboExpo2021
- If you upload a link you can remove it from your text after it has loaded into the preview pane
- We encourage you to share posts from @ASMEIGTI's Facebook page to include more information about the event

*If your organization or business has a Facebook page and you would like to tag them:*

**Sample 1:** One of our very own, [INSERT NAME], will be presenting in June at ASME's Turbo Expo! Join us virtually June 7-11. Learn more & register today at [event.asme.org/Turbo-Expo](http://event.asme.org/Turbo-Expo). @ASMEIGTI #TurboExpo2021

*If you would like to post on your personal Facebook page, we encourage you to elaborate on your session:*

**Sample 2:** I am so excited to be speaking at ASME's Turbo Expo in June! Join ASME & me virtually June 7-11 for my session, [INSERT SESSION TITLE] on June [INSERT DATE]. My session will be focused on [SHORT SESSION/TOPIC DESCRIPTION]. I hope to see you there! Learn more & register at [event.asme.org/Turbo-Expo](http://event.asme.org/Turbo-Expo) @ASMEIGTI #TurboExpo2021

# INSTAGRAM

## Sample Instagram Stories/Posts

### Quick Notes:

- Please tag @ASMEDOTORG in your story posts so we can repost on our story
- Use the hashtag #TurboExpo2021 in your posts
- **Suggested hashtags to use:** #turbomachinery #turbines #turbine #sustainableenergy #energy #gasturbine #steamturbine #virtualevent #virtualconference #windturbine

*If you would like to post on your story:*

**Sample 1:** Catch me virtually presenting at Turbo Expo in June. Hope to see you there!  
@ASMEDOTORG #TurboExpo2021

*If you would like to post on your page:*

**Sample 2:** Super excited to be presenting at Turbo Expo in June. My session, **[INSERT SESSION TITLE]** will take place on June **[INSERT DATE]** and will address **[INSERT SHORT SESSION/TOPIC DESCRIPTION]**. I hope to see you virtually! Learn more & register at [event.asme.org/Turbo-Expo](https://event.asme.org/Turbo-Expo). @ASMEDOTORG #TurboExpo2021

# SUMMARY

Reference page to quickly find a link, hashtag, or social media account name

## Event Website & Contact Information

<https://event.asme.org/Turbo-Expo>

[igtiprogram@asme.org](mailto:igtiprogram@asme.org)

## Hashtags

Event Hashtag: #TurboExpo2021

Suggested Hashtags:

**LinkedIn:** #turbomachinery #gasturbine #energy #sustainableenergy

**Twitter:** #turbomachinery #gasturbine

**Instagram:** #turbomachinery #turbines #turbine #sustainableenergy #energy #gasturbine #steamturbine #virtualevent #virtualconference #windturbine

## Social Media Accounts

LinkedIn: IGTI (International Gas Turbine Institute) & ASME

Twitter: @IGTI & @ASMEDOTORG

Facebook: @ASMEIGTI & @ASME.ORG

Instagram: @ASMEDOTORG

## About ASME

Our mission as an educational resource and vehicle for turbomachinery offers exhibitors and participants an event with credibility and a higher purpose. We created this unique experience to underline our commitment to turbomachinery and the professionals who are leading the way.

As a non-profit organization with over 100,000 members in 150+ countries, our focus has always been establishing standards and certifying excellence, and convening and educating industry professionals through courses, publications, and events. We are uniquely positioned to establish a more relevant event thanks to 140 years of dedication to the art, science and practice of multidisciplinary engineering and allied sciences.