



Get the Most out of the CI 2025 Annual Meeting!

CI would like to invite you and your organizations to join us in our efforts to promote and support the Annual Meeting online. By maximizing attendance and engagement, participants can expect more out of the meeting by increasing opportunities to learn and network from other industry professionals. Below are some ideas to make this collaboration easier for you and your organization.

Registration Page: https://bit.ly/CI_Annual

FOLLOW US!

Follow The Chlorine Institute on social media (Facebook, Twitter, LinkedIn, YouTube). Tag @TheChlorineInstitute in your social media posts or reshare posts directly from CI.

- Facebook: <https://bit.ly/CiFacebook>
- Twitter: <https://bit.ly/CiTwitter>
- LinkedIn: <https://bit.ly/CiLinkedIn>
- YouTube: <https://bit.ly/CiYouTube>

HASHTAGS

Remember to use CI's hashtags when posting on social media platforms!

- #CITakesATL
- #HESSPLUS

RESHARE

- This is the best way to support CI. You can always simply “reshare” meeting posts from CI's pages.

WHEN AND WHAT TO POST

- Post anytime (before, during, and after the meeting).
 - You can post on your personal pages like LinkedIn, or coordinate with your company's social media team. You reach out to Brooke Lobdell (BLOBDELL@CL2.COM) with CI to share pictures or collaborate on social media.

- You can include things such as: the meeting registration page link, photos/videos taken at the meeting, questions for CI regarding the conference, and the social media graphics provided.

WHAT NOT TO POST

- Please do not post any photos of slides during presentations, agendas, or videos of individual meetings publicly.

CI MEETING APP

Don't forget to download the CI meeting app once it becomes available! The app will contain the entire meeting program, a customized schedule tool, survey links, and messaging capability. You can update your information and upload a headshot photo to get the most out of your experience.

TOOLKIT GRAPHICS

Display promotional meeting graphics or even download the "Member of CI" logo to add to your social media or website.

Download the 2025 Annual Meeting social media graphic: <https://bit.ly/2025CI>



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