



SmileCon[®] 2025

Social Media Toolkit for Exhibitors





#ADASmileCon

Thank you for helping to promote SmileCon® 2025!

We're excited to have you exhibit at this year's conference in Washington, D.C. Oct. 23–25. Share the news with your audience and dental peers on social media and other communication channels. Here is a quick guide to assist you that aligns with ADA brand guidelines and best practices as you promote this year's *Ahhh-mazing* conference.

For starters, you should:

Use the hashtag!

#ADASMILECON is the official hashtag of SmileCon 2025. Make sure to use **#ADASMILECON** in all your social media posts, or in any of your outgoing communications

Connect with the ADA

If you are not already, follow the ADA on Facebook, Instagram, LinkedIn, TikTok, BlueSky and Threads and subscribe to our YouTube. Please also mark yourself as attending the conference on the [SmileCon Facebook event page](#). We'll be sharing information before the conference and posting live updates throughout.





Social Media Copy Suggestions

Best Practices

Facebook, LinkedIn and Threads

- Post should not exceed 40 words
- Images and videos should be included with all posts
- #ADASMILECON should be included with all posts
- Tag @americandentalassociation

Instagram

- Post a photo or video
- Copy to support the post should not exceed 50–75 words
- #ADASMILECON should be included with all posts
- Tag @americandentalassociation

BlueSky

- Posts should not exceed 280 characters, and character count includes links
- #ADASMILECON should be included with all posts
- Tag @AmerDentalAssn

TikTok

- Post should not exceed 40 words
- Videos shouldn't be more than 1:30 long
- #ADASMILECON should be included with all posts
- Tag @americandentalassoc

Need images? Find them here

Option 1

We are excited to announce that our company will be exhibiting at #ADASmileCon, Oct. 23–25 in Washington, D.C. Be there for immersive learning experiences, irresistible connections, and ICONIC FUN! Hope to see your smile!

Option 2

We want to see your smile at #ADASmileCon, Oct. 23–25 in Washington, D.C. Ignite your passion for learning, bolster your career goals, come say hi to us, and have some ICONIC FUN!

