

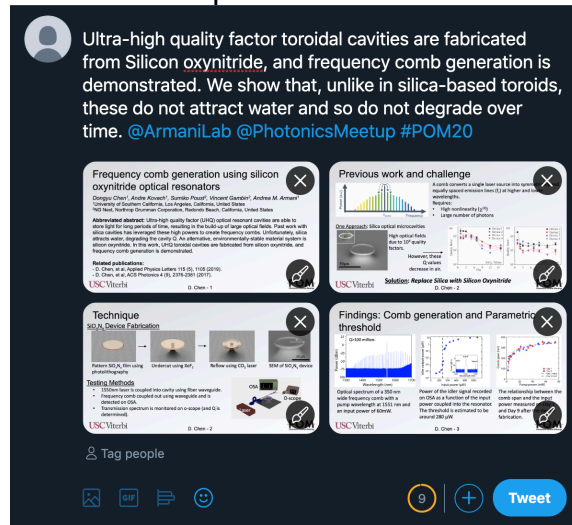
# Guidelines for preparing your poster

## Virtual poster format

Unlike a conventional poster which consists of a single sheet of paper, the virtual poster will consist of four images that will be tweeted all at once, as shown below. As such, there are several aspects that must be considered with posting:

- Aspect ratio and legibility of images on twitter
- Number of images that can be contained in a single tweet
- Hashtags for increasing visibility and associating poster with conference

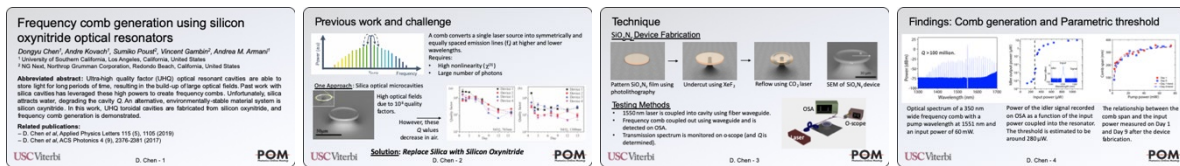
This document has been written to help with these three items.



## Preparing your images for posting

- To ensure that your images are the correct aspect ratio, we have prepared a powerpoint template that is posted on the conference website. This series of four slides already has the correct aspect ratios and font sizes to accommodate twitter. These slides were used to create the tweet shown above.
- To clearly explain your work to a broad technical audience, we recommend the following content for the four images (as indicated in the powerpoint template):
  - Slide 1: Title, author list, affiliation, abstract, and any related references
  - Slide 2: Background or motivation to your approach
  - Slide 3: Method or techniques
  - Slide 4: Results and conclusions

The slides contained in the example tweet above are shown below:



- Once the slides are ready, save them as PNG files by exporting the slides as an image. The location of this option varies by the powerpoint version. You will need to select the “Save Every Slide” option and set the width to 864 pixels or larger.

This will create 1 PNG image for every slide in a new folder named after your powerpoint file.

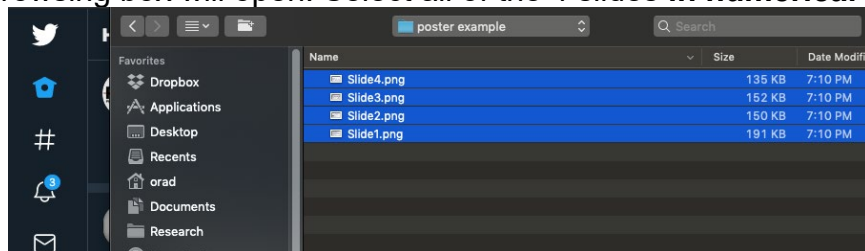
## Posting the poster on twitter

If you do not have a twitter account, please see the end of this document. These instructions assume that you are posting from a computer, not a mobile device.

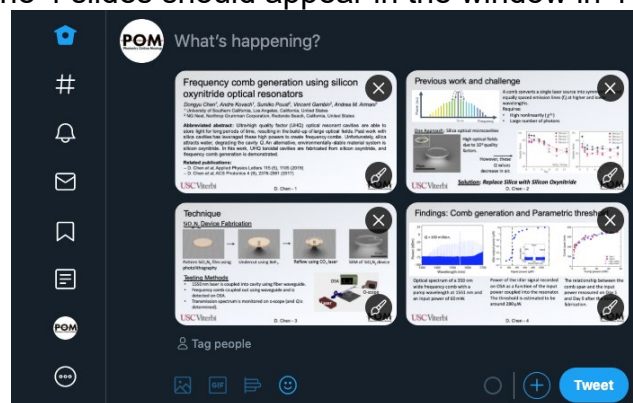
- Log into your twitter account



- Click the “image” icon (the first one on the left, indicated with an arrow)
- A folder browsing box will open. Select all of the 4 slides in **numerical order**

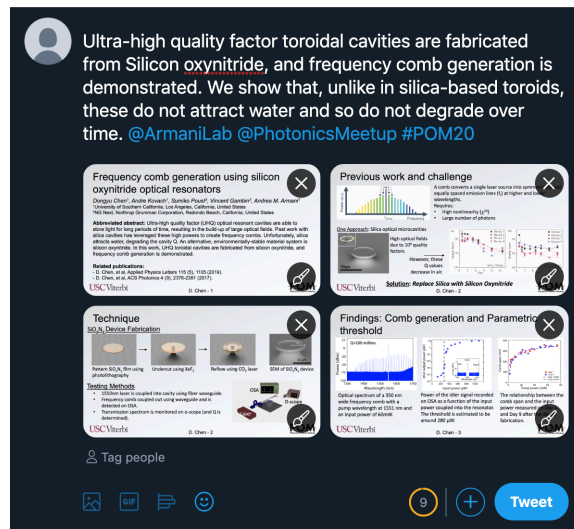


- Click open. Now the 4 slides should appear in the window in 4 quadrants, like so:

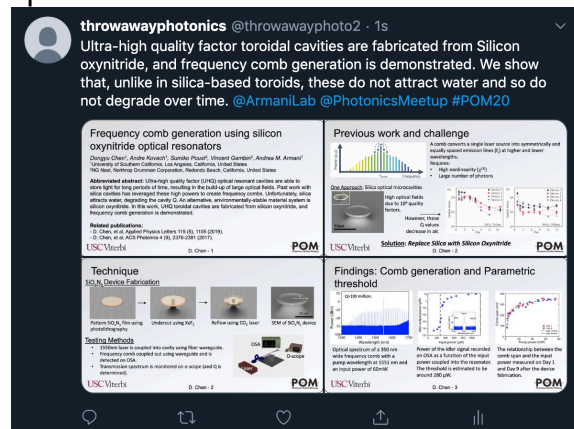


- Write a single-tweet long explanation of your poster that clearly states the key finding. Make sure to tag @PhotonicsMeetup and to include the hashtag #POM20. All tweets that tag @PhotonicsMeetup will be re-tweeted from the

conference account. See “Additional information” for suggestions on other possible hashtags.



- Click “Tweet”. The 4 quadrants will combine to look like this on a computer:



- And like this on the mobile App:



## **Additional information and suggestions**

### **Hashtags**

To increase visibility, here are a few suggestions on hashtags that may be relevant:

- #integratedphotonics
- #photonics
- #quantum
- #optics
- #opticalmaterials
- #PhDlife
- #quantumoptics
- #AcademicTwitter

For example, instead of tweeting: “High speed modulator based on silicon integrated photonics”, you could tweet “High speed modulator based on silicon #integratedphotonics”.

### **Creating a twitter account**

If you do not have a twitter account, please follow the instructions located here (<https://twitter.com/?lang=en>) to create one. The minimum recommended details include are:

- Name, which can be different from your twitter handle
- Photo which can be a headshot or other photo
- Bio which should describe key facts about you. For example, your interests outside of the lab.