

# Discovery at Every Turn



**DDW2026**  
Digestive Disease Week®  
MAY 2-5, 2026 | CHICAGO, IL  
EXHIBIT DATES: MAY 3-5, 2026

## DDW Social Media Post

### Text Specs

Text to be posted on one desired social media platform and should include one link with a call to action. DDW Show Management will review the copy to make sure it aligns with social posting recommendations.

- **Text Content Guidelines:**
  - **X (fka Twitter):** 280 characters
  - **Instagram:** 2,200 characters but captions are truncated at 125 characters. The ideal length is less than 125 characters.
  - **LinkedIn:** 3,000 characters but recommend around 50-125 characters.

### Visual Specs

One image to be posted along with text, if desired (must be included for Instagram and strongly recommend for other channels).

- **Photo Size for Posts:**
  - **X:** 1200 x 675
  - **Instagram:** 1080 x 1080 (square, 1:1 Aspect ratio)  
OR 1080 x 1350 (rectangle, 4:5 aspect ratio)
  - **LinkedIn:** 1200 x 627
- **Video Size for Posts:**
  - **Video length for all platforms:** 15-45 seconds
  - **X:** 1280 x 720px, 16:9 aspect ratio
  - **LinkedIn:** 1920 x 1080px, 16:9 aspect ratio
  - **Instagram (Reels):** 1920 x 1080px, 9:16 aspect ratio

### Other Items Needed

To complete the post and make it engaging, we encourage you to also submit:

- Company social media handle.
- A UTM link so you can track activity to your site.

### Paid Partnership Guidance

DDW will follow guidelines for disclosing the paid partnerships for posts.

- Instagram posts will use the “Paid partnership with” tag and tag the sponsor’s account (if provided). The partnering brand must also approve us as a partner before we can tag them in a post.
- X posts will use a hashtag #ad to comply with the platform’s [Paid Partnerships Policy](#).
- LinkedIn will use the Brand Partnership label.



Digestive Disease Week® (DDW)  
Brand partnership • 3,726 followers  
now •

## DDW's Social Channels at a Glance

- **X: [@DDWMeeting](#)**
  - 29,800 followers\*
  - 2,375 average monthly engagements\*\*
  - 69,782 average monthly impressions
  - Audience notes: Many GIs use X professionally, and this is usually our most engaged social platform. Our audience especially interacts with us around abstract submission (both the submission deadline and when acceptance notifications are sent out) and during the meeting.
- **Instagram: [@ddwmeeting](#)**
  - 8,042 followers\*
  - 988 average monthly likes.
  - Audience notes: Instagram users tend to be slightly younger.
- **LinkedIn: [@Digestive Disease Week® \(DDW\)](#)**
  - 5,122 followers\*
  - 53,850 average monthly impressions\*\*
  - Audience notes: Most followers are from health-related industries (pharmaceuticals, hospital and health care, medical equipment and practices, biotechnology, etc.) and have job functions related to health care services, sales, research or business.

\*Followers are as of October 2025.

\*\*Monthly averages are taken using data from January–June 2025.