



UMA Spark Summit Social Media Toolkit

Build buzz. Spark conversations. Share your voice.

Whether you're speaking, attending, or simply excited about Ultimate Medical Academy's 11th Annual Spark Summit, this social media toolkit has everything you need to share your experience! Use these posts, content ideas, and best practices to spread the word and join the conversation before, during, and after the event.

Spark Summit features sessions and voices from across the UMA community, including employer partners, all working toward workforce transformation and sustainable change in healthcare education.

When posting, be sure to tag UMA and use the hashtag #UMASparkSummit. We also encourage you to follow Nasium Training and American Institute on LinkedIn to stay connected to related perspectives, insights, and work happening across healthcare education and workforce development.

Ultimate Medical Academy	Nasium Training	American Institute
LinkedIn Ultimate Medical Academy	LinkedIn Nasium Training	LinkedIn American Institute

About Spark Summit 2026

Event Hashtag: #UMASparkSummit

Event Dates: April 20-22, 2026

Location: The Westin Tampa Waterside

The healthcare industry is evolving -- Spark is where we embrace the change.

Join Ultimate Medical Academy for three days of thought-provoking presentations, interactive sessions, and bold conversations designed to shape the future of healthcare workforces.

At #UMASparkSummit, we're bringing together healthcare leaders, HR professionals, and innovators to explore new ways to support employees, enhance patient experiences, and navigate today's hiring challenges -- and we want you to be part of it.

This year's focus areas include:

- **The Employee Experience** – Strategies to foster well-being, resilience, and retention by building a culture rooted in care and continuous improvement.
- **The Hiring Experience** – Proven techniques to attract, evaluate, and onboard top healthcare talent in today's competitive landscape.
- **The Patient/Customer Experience** – Innovative approaches to deliver patient-centered care that strengthens trust, loyalty, and long-term engagement.

Content Ideas & Key Moments to Share

Pre-Event (Now – April 20, 2026):

- Share why you're attending or speaking at #UMASparkSummit—what excites you most?
- Highlight a session topic, speaker, or conversation you're looking forward to.
- Countdown to the event with "5/10 days until Spark Summit!" posts.
- Give a behind-the-scenes preview of your preparation if you're a speaker.
- Encourage your network to join the conversation and attend.

During the Event (April 20-22, 2026)

- Capture live moments—post photos, video clips, or stories from sessions.
- Share powerful quotes or insights from speakers.
- Tag fellow attendees and speakers to continue the dialogue online.
- Share your biggest takeaway of the day.

Post-Event (April 22 and beyond)

- Reflect on the most impactful lessons, conversations, or sessions.
- Share a carousel or thread of key takeaways from the event.
- Post a thank-you message to the speakers, attendees, and UMA team.
- Follow up with new connections—highlight how you plan to apply what you learned.
- Share your vision for the future of healthcare based on Spark insights.

Suggested Social Media Post Copy

For Presenters:

Pre-Event Post:

- *"I'm gearing up to speak at #UMASparkSummit, where healthcare leaders are rethinking how we support employees, improve patient care, and tackle today's toughest hiring challenges. I'll be sharing insights on [your topic] -- and I can't wait to spark conversations that push the industry forward."*

Day-Of/Post-Presentation:

- *“Just wrapped my session at #UMASparkSummit, where I explored [your topic] with a room full of brilliant minds. The energy and insights from this community are unmatched -- and the conversations are only getting started. What stood out to you? Let’s keep the dialogue going.”*

Post-Event:

- *“Leaving #UMASparkSummit inspired and ready to take action. Here are three ideas I’m bringing back to my team:*

[insights from Spark]

Thank you @UltimateMedicalAcademy for leading the charge on these important conversations.”

- *“Some events leave a lasting impact -- #UMASparkSummit is one of them.*

I’m leaving with new strategies to support healthcare workers, fresh ideas for improving patient care, and connections with people who care deeply about the future of healthcare.

What’s one insight you’ll be applying after Spark?”

For Attendees:

Pre-Event Post:

- *“Excited to attend #UMASparkSummit -- a space where healthcare changemakers gather to share bold ideas and practical solutions. I’m especially looking forward to sessions on [specific topic] and connecting with others who are passionate about the future of healthcare.*

Will you be there? Let’s connect!”

During the Event:

- *“Day [1/2/3] at #UMASparkSummit has been a deep dive into [key takeaway], and every conversation has been a reminder that when we come together, real change is possible.*

If you’re here, let’s connect. If not, stay tuned, I’ve got plenty of insights to share.”

Post-Event Reflection:

- *“Leaving #UMASparkSummit energized and inspired. The sessions on [specific session] opened my eyes to new strategies for [key takeaway], and the connections made here will last long after the event.”*

Big thanks to @UltimateMedicalAcademy for creating a space where healthcare’s future is not just discussed, it’s shaped.”

For Organizations:

Pre-Event Post:

- *“We’re excited to attend #UMASparkSummit, where healthcare leaders come together to share actionable solutions for supporting employees, improving patient care, and overcoming today’s hiring challenges.*

Our team will be there -- will you?”

During the Event:

- *“Incredible insights from #UMASparkSummit today! We’re exploring how to elevate the employee experience and deliver even better care for patients. Looking forward to the rest of the conversations and takeaways ahead.”*

Post-Event Reflection:

- *“What a fantastic three days at #UMASparkSummit! We’re leaving with fresh ideas and practical strategies to improve the healthcare experience -- for employees, patients, and beyond.*

A huge thank-you to @UltimateMedicalAcademy for hosting such a powerful and collaborative event.”

Social Media Best Practices

Use the Hashtag: Always include #UMASparkSummit to be part of the official conversation.

Tag UMA: Mention Ultimate Medical Academy and Nasium Training on LinkedIn, X, Instagram, and Facebook to expand your reach.

Be Visual: Use images, videos, and event graphics to make your posts pop.

Engage: Respond to comments, start discussions, and connect with fellow attendees.

Share Real Moments: Whether it's an insightful quote or a candid moment, authentic content resonates most.

Social Media Graphics

Make your posts shine! We'll provide customizable graphics, including:

- "I'm Attending" and "I'm Speaking" templates

Have questions or need support? Let us know, we're here to help you make the most of #UMASparkSummit! Contact UMA's Social Media Team at social@ultimatemedical.edu.