**Sample Social Media Posts**

*Update this copy as needed and add it to blog posts, newsletters, social media posts (Facebook and Twitter), and any other marketing channels you may use to communicate with your prospects and current customers.*

**Sample Newsletter/Marketing Copy**

Every year, thousands of superintendents join together at AASA’s National Conference on Education to gain a new perspective on the critical issues facing public schools and school system leaders. The conference line-up features the most influential education leaders in the United States — speakers who simply don’t come to regional events. We pair these visionaries with the most successful practitioners — superintendents who have proven case studies to share — and the result is a unique platform to address the most critical topics facing public school educators. While in Nashville, you can visit with more than 200 companies committed to improving K–12 education. The exhibit hall is an interactive and valuable resource that will leave you educated and energized. AASA’s National Conference on Education is your premier destination to stay current with the research, trends and connections that help advance not only the profession, but also individual careers.

**Sample Tweets and Facebook Posts** — **Use hashtag #NCE18**

* It’s all about the right relationship to pick a trusted partner for your district. Let’s meet. #NCE18.
* We want to hear from you! Weigh in on [INSERT PRODUCT NAME] during #NCE18
* Come see our new [PRODUCT LAUNCH INFO], booth xxxx, at #NCE18: [www.aasa.org/nce](http://www.aasa.org/nce)
* We’re giving out great prizes at #NCE18, booth xxxx. See you in Nashville!
* Working side-by-side with more than 200 exhibitors in the NCE Marketplace. Come visit us at booth xxxx, at #NCE18.
* Looking forward to #NCE18. Come say hello at booth [INSERT BOOTH#].
* Become inspired to initiate change in your district at #NCE18.
* Leading for excellence is what we’re focused on. #NCE18
* Evolve your perspective on superintendent partnerships at #NCE18.
* Catch the discussions about [INSERT BOOTH#] at #NCE18.
* One new idea can transform your district. Find it at #NCE18.