



Produced by:  
**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION

# Leading for **STUDENT-CENTERED, EQUITY-FOCUSED** Education



**FEBRUARY 17-19, 2022**  
NASHVILLE, TN

## Sample Social Media Posts

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

### Sample Blog Post and Newsletter Copy

The National Conference on Education by AASA is where school superintendents and administrators from any size district and all over the country go to connect. Be here to collaborate with them! This three-day in person event combines peer-to-peer networking with other school leaders, world-class education, and the NCE Exhibit Hall, which is filled innovative suppliers committed to K-12 education (including us!) There's never been a better time to leading for student-centered, equity-focused education. Join us at booth XXXXX and view our [PRODUCT OR SERVICE]. Register today at [nce.aasa.org](https://nce.aasa.org).

### Sample Tweets and Facebook Posts — Use hashtag #NCE2022

- Just confirmed our booth XXXXX at #NCE2022. See you in #Nashville this February 17-19! [nce.aasa.org](https://nce.aasa.org)
- Who's going to #NCE2022? We're exhibiting, let's meet up! Booth XXXXX.
- It's all about the right relationship to pick a trusted partner for your district. Let's meet. #NCE2022
- Come see our new [PRODUCT LAUNCH INFO], booth xxxx, at #NCE2022
- Working side-by-side with solutions providers committed to improving K-12 education. Come visit us! Booth xxxx at #NCE2022
- Become inspired to lead change in your school district at #NCE2022. We can help: booth XXXXX
- Student-centered education is what we're all about. Booth XXXX. #NCE2022
- Get hands-on experience with our [PRODUCT] and more at #NCE2022. Check us out: booth XXXXX
- See how our [PRODUCT OR SERVICE] can help improve student outcomes in your district. Check us out: booth XXXXX, #NCE2022
- School management, ed tech, training -- and us! We're showcasing solutions for leading education at #NCE2022 and can't wait to chat. Booth XXXXX
- About to start our last demo for [PRODUCT OR SERVICE] at #NCE2022. Come see us at booth XXXXX

### Sample Email Signature Line — Add this message to your outgoing email signature

Come see us at the 2022 National Conference on Education on February 17-19 in Nashville, TN. Register today at [nce.aasa.org](https://nce.aasa.org). We'll be in booth XXXXX.