**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 *Here for the Kids.* School superintendents and administrators from any size district and all over the country connect and engage with thousands of superintendents and educators. 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!) Join us where superintendents gather to create a better future for students and for society. We’ll be at booth XXXXX highlighting our [PRODUCT OR SERVICE]. Register today at [nce.aasa.org](http://nce.aasa.org/).

**Sample Tweets and Facebook Posts — Use hashtag #NCE2024**

* Just confirmed our booth XXXXX at #NCE2024. See you in San Diego this February 15-17! [nce.aasa.org](http://nce.aasa.org/)
* Who’s going to #NCE2024? We’re exhibiting, let’s meet up! Booth XXXXX.
* Our [PRODUCT] will help you bring new ideas home to your district. Let’s meet. #NCE2024
* Come discover new [PRODUCT LAUNCH INFO], booth xxxx, at #NCE2024
* Like you, we’re here for the kids and committed to improving K-12 education. Come visit us! Booth xxxx at #NCE2024
* Become inspired to create a better future for your school district at #NCE2024. We can help: booth XXXXX
* Student-centered education is what we’re all about. Booth XXXX. #NCE2024
* Get hands-on experience with our [PRODUCT] and more at #NCE2024. Check us out: booth XXXXX
* See how our [PRODUCT OR SERVICE] can help improve student outcomes in your district. Check us out: booth XXXXX, #NCE2024
* School management, ed tech, training -- and us! We’re showcasing solutions for leading education at #NCE2024 and can’t wait to chat. Booth XXXXX
* About to start our last demo for [PRODUCT OR SERVICE] at #NCE2024. Come see us at booth XXXXX

**Sample Email Signature Line — Add this message to your outgoing email signature** Join us where superintendents gather to create a better future for students and for society. Come see us at the 2024 National Conference on Education on February 15-17 in San Diego, CA. Register today at [nce.aasa.org](https://nce.aasa.org/). We'll be in booth XXXXX.