

Social Media Toolkit

**2020 National
Reading Recovery
& K-6 Literacy Conference**
February 8-11
Columbus, OH



The 2020 National Reading Recovery & K-6 Literacy Conference will be the best year yet! Help us celebrate the 35th Anniversary of Reading Recovery in North America by spreading the word. We've put together this toolkit, complete with resources, samples and tips. Whether you are a speaker, a sponsor, exhibitor, first-time registrant, or loyal Conference attendee, it maximizes your National Conference social media footprint.

Follow RRCNA and the National Conference on Facebook, Twitter, Instagram, and LinkedIn to stay up to date on everything leading up to the Conference.

Happy sharing!

Share any of the social media images below by clicking on the options to access the full-sized graphic(s). Each social image is sized for sharing on Facebook, Instagram, and Twitter.

Speaker Social Graphics

Twitter

Facebook and Instagram

Sponsors & Exhibitor Social Graphics

Twitter

Facebook and Instagram

Other Graphics

2020 NC Banner

2020 NC Horizontal Banner

2020 NC Logo with Dates

2020 NC Reg Open FB Cover

2020 NC Reg Open FB Event Cover

2020 NC Reg Open IG Photo

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2020 NC Reg Open Twitter Header
2020 NC Reg Open Twitter Post

Sample Social Media Posts

Copy and paste any of the sample social media messages and share on social media. Or, craft your own message about #nccbus to share with the images provided. Permission is also granted to add your logo or booth number on a layer in Photoshop.

Sample Tweets

Speakers

- I'm speaking at the 2020 National Conference! Add my session to your schedule: *[Insert Your Session Title if room allows]* when you register at rrcna.org/conferences. #nccbus #35years
- Join me for my session at #nccbus! Register at rrcna.org/conferences #35years
- I can't wait to speak at #nccbus in Columbus! Learn more about my session *[Insert Your Session Title (if room allows)]* #35years rrcna.org/conferences

Sponsors & Exhibitors

- Proud to be a sponsor (and/or exhibitor) at #nccbus in Columbus, OH! Learn more at rrcna.org/conferences! #35years @rrcna_org
- We're excited to be a sponsor (and/or exhibitor) at #nccbus in Columbus, OH! Learn more at rrcna.org/conferences. #35years @rrcna_org
- We'll be at #nccbus in Columbus, OH – will you?! Learn more at rrcna.org/conferences. #35 years @rrcna_org

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Participants

- Counting down the days until #nccbus in Columbus, OH! Join me by visiting rrcna.org/conferences. #35years @rrcna_org
- Can't wait to be in Columbus, OH for the National Literacy & K-6 Conference. Come experience the fun of #nccbus! #35 years @rrcna_org
- Register now for @rrcna_org #nccbus – I'll be there! rrcna.org/conferences

Sample Instagram Captions

Speakers

- I'm speaking at 2020 #nccbus! Don't miss my session with [*Insert Session Title*]. @rrcna_org #35years
- Register now to join me at #nccbus in Columbus, OH. Learn more about my session with @rrcna_org: [*Insert Session Title*]
- I can't wait to speak at @rrcna_org #nccbus in Columbus, OH! Learn more about my session. [*Insert Session Title*]

Sponsors & Exhibitors

- We're a proud sponsor (and/or exhibitor) of #nccbus! Come join us and @rrcna_org in Columbus, OH!
- We can't wait to see you at #nccbus in Columbus, OH. We're proud to be a @rrcna_org sponsor (and/or exhibitor)!
- Join us in Columbus, Ohio for #nccbus. We're proud to be a @rrcna_org sponsor (and/or exhibitor).

Participants

- Counting down until @rrcna_org #nccbus in Columbus, OH!
- Can't wait to be in Columbus, Ohio for @rrcna_org #nccbus. Come experience the fun with me!
- Register now for @rrcna_org #nccbus – I'll be there!

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Sample Facebook Captions

Speakers

- Join me at the National Reading Recovery & K-6 Literacy Conference as I present *[Insert Session Title]*. View the registration book at https://my.readingrecovery.org/docs/NC20_RegistratiionWEB.pdf. #nccbus #35 years rrcna.org/conferences
- Looking forward to the 2020 National K-6 Literacy Conference this February in Columbus. Learn more about my session: *[Insert Session Title]* https://my.readingrecovery.org/docs/NC20_RegistratiionWEB.pdf. #nccbus #35years rrcna.org/conferences
- So excited to be speaking in Columbus this February at #nccbus! Register at rrcna.org/conferences and learn more about my session: *[Insert Session Title]*, https://my.readingrecovery.org/docs/NC20_RegistratiionWEB.pdf.

Sponsors & Exhibitors

- We're a proud sponsor (and/or exhibitor) of #nccbus! Come join us in Columbus, OH: <https://readingrecovery.org/conferences/national-reading-literacy-conference/>. #35years rrcna.org/conferences
- We can't wait to see you at #nccbus in Columbus, OH. We're proud to be a @rrcna_org sponsor (and/or exhibitor): <https://readingrecovery.org/conferences/national-reading-literacy-conference/>. rrcna.org/conferences #35years
- Join us in Columbus, Ohio for #nccbus. We're proud to be a @rrcna_org sponsor (and/or exhibitor): <https://readingrecovery.org/conferences/national-reading-literacy-conference/>. #35years rrcna.org/conferences

Participants

- Counting down until @rrcna_org #nccbus in Columbus, OH! Join me: rrcna.org/conferences #35years
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Tips for Promoting Your Participation at NCCBUS

Use the official hashtags: #nccbus #35years

Using the official hashtags is a best practice that helps attendees easily find our posts. Monitoring the hashtag on social media also allows you to discover what other attendees are up to and excited about leading up to and during the event. Lastly, it provides a window into the event for users unable to physically attend the event this year.

Additional links to share:

[2020 National Reading Recovery & K-6 Literacy Conference](#)

[Register NOW for the 2020 National Reading Recovery & K-6 Literacy Conference](#)

[2020 Registration Book](#)

[2020 Downtown Restaurant Map](#)

[2020 FAQ's](#)

[2020 NC Children's Literature sessions](#)

[2020 NC Exhibitor & Sponsor Prospectus](#)

[2020 NC Featured Speakers](#)

[2020 NC K-2 Classroom Literacy sessions](#)

[2020 NC K-6 & 3-6 Classroom Literacy sessions](#)

[2020 NC Keynote Speakers](#)

[2020 NC Leadership in Literacy sessions](#)

[2020 NC Leadership Institute](#)

[2020 NC Literacy Coaching sessions](#)

[2020 NC Master Schedule](#)

[2020 NC NEW Middle Grades Institute](#)

[2020 NC Online Registration Instructions](#)

[2020 NC Preconference Institutes](#)

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[2020 NC Reading Recovery sessions](#)

[2020 NC Registration & Hotel Information](#)

[2020 NC Registration Worksheet](#)

[2020 NC Transportation Information](#)

[2020 Orientation Guide](#)

[2020 Toolkit for Supporting Your Request to Attend](#)