

2019

**Council of the Great City Schools
63rd Annual Fall Conference
Social Media Kit**

**LOUISVILLE, KY
OCTOBER 23-27**



**COUNCIL OF THE
GREAT CITY SCHOOLS
63RD ANNUAL
FALL CONFERENCE**

#CGCS19



The Council of the Great City Schools invites urban school districts, conferees, presenters and sponsors to help us create a social media buzz for the upcoming 63rd Annual Fall Conference to be held October 23-27, 2019 at the Omni Louisville Hotel in Louisville, KY.

We've compiled all of your social media needs for #CGCS19! Below are some ideas on how to activate and increase your social media network before, during, and after the CGCS 2019 Fall Conference. This toolkit, including sample social media graphics, posts and tips, will help you get started. Happy sharing!

CGCS handles

Make sure to use these handles when you post on the respective platforms so that we can see and amplify your message:

- Facebook: @GreatCitySchls
- Twitter: @GreatCitySchls

Official 2019 CGCS Annual Conference Hashtags

This year's theme for the fall conference is **“Elevating Education: A Fresh Way Forward for Urban School Districts.”** Hashtags are a great way to add visibility to your posts by making them easier to find on social media. To help make those posts easier to find, here are some common hashtags to use when posting about the CGCS 2019 Fall Conference.

- The official CGCS 2019 Fall Conference hashtag is **#CGCS19**.
- #CGCS2020census is used for the Town Hall meeting.

Other appropriate hashtags for the conference are:

- #CGCSFallCon19
- #ElevateEducation
- Some presenters might ask attendees to use a specific hashtag to facilitate conversation within and beyond their session.

General post and messaging guidelines

- Like, retweet, and share official messages from CGCS and other CGCS 2019 Fall Conference presenters, conferees, and speakers.
- Keep your posts short and concise, especially on Twitter.
- When possible, tag CGCS' social media accounts to add credibility and context.
 - On Twitter, you do this by simply mentioning @GreatCitySchls in your post.
 - On Facebook, "like" the Council's Facebook page prior to posting. When posting, you can tag our page by first typing the @ symbol and then start to type "Council of the Great City Schools," at which point you will see the Council's page appear in a drop-down list.

BEFORE THE CONFERENCE

Spread the word on social media

- Tag other users on social media by adding their handle to your posts and pictures.
 - So excited to hear @ValerieJarrett, @jmeacham, and @RodRobinsonRVa speak at #CGCS19! Will I see you there? <https://bit.ly/2xMoYdw>
- Let your followers and friends know when and where you will be. These can be general or session specific:
 - I'll be in Louisville, October 23-27, for #CGCS19. Let me know if you're going and we can meet up! <https://bit.ly/2xMoYdw>
 - Looking forward to attending the Males of Color task force session during #CGCS19. Who else plans on attending on Wednesday, Oct. 23? <https://bit.ly/2xMoYdw>
- The theme for the fall conference is **Elevating Education: A Fresh Way Forward for Urban School Districts**. Use this theme to construct posts, such as posting how you plan to elevate education in your classroom, school, or district or why it's important to do so:
 - An elevation of education means ensuring EVERY student has the tools to succeed beyond the classroom. Create a plan to elevate education with me at #CGCS19 in Louisville! <https://bit.ly/2xMoYdw>

DURING THE CONFERENCE

Social Sharing

- Share photos from #CGCS19 sessions you attend or speeches from keynote speakers.
- Follow the #CGCS19 hashtag on Twitter to see what other conferees are saying.
- Exchange social media handles with other conferees during sessions or networking opportunities throughout the conference so that you can connect with people you meet after the conference is over.
- Live tweet events and sessions you are attending by sharing quotes from speakers or your thoughts on their presentations.

AFTER THE CONFERENCE

Share your experience

We want to hear about your experience at the CGCS 2019 Fall Conference! We encourage you to post and tell others about what you learned and enjoyed in Louisville! Here are a few questions to guide your posts:

- Which session(s) or event did you enjoy at #CGCS19?
- How will you apply what you learned in your classroom, school, or district?
- Are you a first-time conferee or do you attend every year? If this is your first time will you be back next year? If you attend every year what brings you back?

Continue to post about the conference

Our hashtag #CGCS19 doesn't disappear once the conference is over. Keep using it in your social posts and checking back to see what others are saying about the conference. See you next year in Dallas!

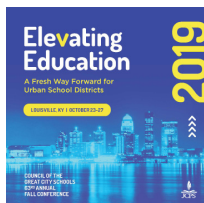
SAMPLE POSTS

Tweets

- Join me at #CGCS19 in Louisville to learn how to elevate education in your classroom, school, and district. @GreatCitySchls <https://bit.ly/2xMoYdw>
- I'm going to Louisville for #CGCS19. Are you going too? @GreatCitySchls <https://bit.ly/2xMoYdw>
- Equity is a step in the right direction to #ElevateEducation. Help ensure all all students receive equity they need to thrive by attending the best practices sessions at #CGCS19. @GreatCitySchls
- I am looking forward to former presidential advisor @ValerieJarrett speak at #CGCS19! @GreatCitySchls

Facebook or Instagram

- I'm excited to be attending the Council of the Great City Schools 2019 Fall Conference in Louisville on October 23. I plan on attending the Males and Females of Color Task Forces. I hope you will be able to attend too!
- Help to #ElevateEducation with me at the CGCS 2019 Fall Conference in Louisville this October!
- Equity in education is an important topic in my district. That's why I'm excited to attend the Equity in Education session at the CGCS 2019 Fall Conference in Louisville. What sessions are you looking forward to?
- I can't wait to join thousands of my colleagues in Louisville at the CGCS 2019 Fall Conference. #CGCS19



2019 CGCS Fall Conference Fact Sheet

2019 CGCS Fall Conference | Elevating Education: A Fresh Way Forward for Urban School Districts

CGCS' 2019 Fall Conference is the Council's largest conference for its 76 member school districts. It brings together the nation's largest urban public school systems in a coalition dedicated to the improvement of education for children in the inner cities. The CGCS 2019 Fall Conference is a forum to discuss issues and share information and best practices to improve teaching and learning.

Conference Highlights:

Keynote Speakers

Valerie Jarrett, Former Presidential Adviser

Jon Meacham, Presidential Historian & Best-Selling Author

Rodney Robinson, 2019 National Teacher of the Year

Sessions

With more than 100 sessions, CGCS conference sessions touch on various topics including equity and increasing academic achievement.

CGCS Mobile App

Download the Council app for a complete conference agenda and information on each session.

Who can attend the CGCS 2019 Fall Conference? Urban school district leaders such as: Urban School Superintendents, School Board Members, Senior School Districts, Administrators, and Deans of College Education are encouraged to attend the annual Fall Conference. We also invite non-members to join us.

When and where will the CGCS 2019 Fall Conference be held? CGCS' 2019 Fall Conference will be held October 23-27, 2019 at the Omni Louisville Hotel in Louisville, KY. This year's fall conference is hosted by Jefferson County Public Schools.

How do I register? Go to <https://www.cgcs.org/site/default.aspx?DomainID=20#fallm> to register.

How do I book my hotel? Reserve your hotel room at one of the conference hotels for CGCS preferred rates. Links and details are available on the Council's website: <https://www.cgcs.org/cms/lib/DC00001581/Centricity/Domain/20/2019%20Registration%20BrochureNew.pdf>

SOCIAL MEDIA GRAPHICS

**63rd Annual
Council of the
Great City Schools
Fall Conference**

JOIN US

OCTOBER 23-27, 2019 | LOUISVILLE, KY

#CGCS19

KEYNOTE SPEAKER

VALERIE JARRETT
Former Presidential Adviser

COUNCIL OF THE GREAT CITY SCHOOLS
63RD ANNUAL FALL CONFERENCE

October 23-27, 2019 | Louisville, KY

www.cgcs.org #CGCS19

Click here to download the graphics <https://www.cgcs.org/domain/304>

SOCIAL MEDIA GRAPHICS



KEYNOTE SPEAKER

JON MEACHAM

Presidential Historian & Best-Selling Author

COUNCIL OF THE GREAT CITY SCHOOLS
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www.cgcs.org #CGCS19



KEYNOTE SPEAKER

RODNEY ROBINSON

2019 National Teacher of the Year

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October 23-27, 2019 | Louisville, KY



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SOCIAL MEDIA GRAPHICS



Ashley Paz
Fort Worth Independent
School District



Larry Feldman
Miami-Dade County
Public Schools



Eve Bolton
Cincinnati
Public Schools



Frank Barbieri
The School District of
Palm Beach County



Allegra "Happy" Haynes
Denver
Public Schools



Jacinto Ramos
Fort Worth Independent
School District



Kathleen Gordon
Orange County
Public Schools



Mary T. McCray
Charlotte-
Mecklenburg Schools



Sheril Logan
Wichita
Public Schools



Diane Porter
Jefferson County
Public Schools



Rene Flowers
Pinellas County
Public Schools

2019
Green-Garner
Award nominees

And the winner is...

63rd Annual Fall Conference



#CGCS2020Census

Town Hall Meeting on U.S. 2020 Census

Click here to download the graphics <https://www.cgcs.org/domain/304>