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

LOUISVILLE, KY
OCTOBER 23-27

#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

- 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](https://bit.ly/2xMoYdw)


- Equity is a step in the right direction to #ElevateEducation. Help ensure 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.


JOIN US

63rd Annual
Council of the Great City Schools
Fall Conference

OCTOBER 23-27, 2019 | LOUISVILLE, KY

#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
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
And the winner is...

2019 Green-Garner Award nominees

63rd Annual Fall Conference

Town Hall Meeting on U.S. 2020 Census

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