



Our 64th Annual Fall Conference is going virtual! The Council of the Great City Schools invites urban school superintendents, board members, senior administrators, deans of colleges of education and sponsors to join us on October 13-17, 2020. We encourage you to spread the word about our annual conference, “Championing Urban Education”, to your extended community.

We’ve compiled images and/or text for you to compose social media posts or emails for our CGCS 2020 Virtual Fall Conference.

### **Social Media Images**

Make sure to follow the Council on Facebook and Twitter to receive conference updates, and tag us in your posts @greatcityschls.

You can also follow this [link](#) for images. Scaling the images are permitted, but all other modifications are prohibited.

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 our CGCS 2020 Virtual Fall Conference.

#CGCS2020

#CGCSvirtual20

#ChampioningUrbanEducation

### **Suggested Marketing Language**

#### General Posts:

CGCS 64th Annual Fall Conference is going virtual! #CGCS20 will be held October 13-17. You don’t want to miss it! @greatcityschls #CGCSvirtual20 <https://cvent.me/mq23vZ>

Interested in issues impacting urban public school districts? Attend #CGCS20 virtually October 13-17. Register today! #CGCS20 <https://cvent.me/mq23vZ>

## Other sample posts:

The theme for the fall conference is “**Championing Urban Education.**” Use this theme to construct posts, such as posting how you plan to champion education in your district.

### Example:

Championing Urban Education means ensuring EVERY student will receive a quality education. <https://cvent.me/mq23vZ>

This year’s speakers are former First Lady Laura Bush, Bestselling Author Ibram X Kendi and Former Democratic Presidential Candidate Julián Castro. Construct posts around these speakers.

### Examples:

Excited to hear former First Lady Laura Bush speak at the 64th Annual CGCS virtual fall conference. She was a former public school librarian! #CGCS20

Can’t wait to hear from Ibram X Kendi, bestselling author of How to Be an Antiracist#CGCS20

## **AFTER THE CONFERENCE**

### **Share your experience**

We want to hear about your experience at the CGCS 2020 Virtual Fall Conference! We encourage you to post and tell others about what you learned and enjoyed online! Here are a few questions to guide your posts:

- Which session(s) did you enjoy?
- 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 you attend every year what brings you back?

Our hashtag #CGCS20 doesn’t disappear once the conference is over. Keep using it in your social media posts and check back to see what others are saying about the conference.