



The Conference for Public Education Leaders

—
APRIL 8-10

Promotion Toolkit

This toolkit is an easy-to-use guide that will assist you in promoting the NSBA 2021 Online Experience. The toolkit provides the materials you will need to publicize, including digital ads, sample social posts, and social imagery.

SAMPLE TWEETS

The NSBA 2021 Online Experience is the one national event that brings together education leaders — including fellow school board members. Join us at #NSBA21 to connect with colleagues and share invaluable insights into key education trends and best practices.

With so much change happening in the world of public education, don't miss the best opportunity to equip yourself with the resources you need to address your district's challenges head on. Join us at #NSBA21 to shape the future of our nation's students.

During crises like the current pandemic, our schools have been the glue that hold communities together. The NSBA 2021 Online Experience is your go-to support for timely information, best practices, and training to assist your vital work. Register now! #NSBA21

The best part of #NSBA21 is hearing from board members across the country. That's why we're excited to offer team pricing. Save big when you register your district team and ensure that everyone receives valuable content and contributes to the national conversation.

SAMPLE FACEBOOK AND LINKEDIN POSTS

The NSBA 2021 Online Experience is the one national event that brings together education leaders — including fellow school board members. Join us at #NSBA21 to connect with your public education colleagues and share invaluable insights into key education trends and best practices.

With so much change happening in the world of public education and the increased national attention on the work of school boards, don't miss the best opportunity to equip yourself with the resources you need to address your district's challenges head on. Join us at #NSBA21 to shape the future of our nation's students.

During crises like the current pandemic, our schools have been the glue that hold communities together. The NSBA 2021 Online Experience is your go-to support for timely information, best practices, and training to assist your vital work. Register now! #NSBA21

The best part of the NSBA 2021 Online Experience is hearing individual perspectives and stories from board members across the country. That's why we're excited to offer team pricing. Save big when you register your district as a team and ensure that every board member receives relevant, valuable content and contributes to the national conversation. It's a win-win-win. #NSBA21

SOCIAL IMAGERY

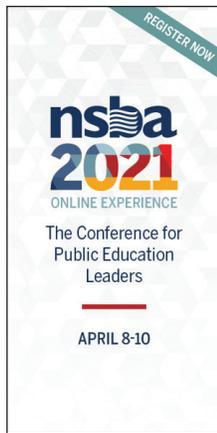


[TWITTER](#) | [FACEBOOK](#) | [LINKEDIN](#)

DIGITAL ADS



728 x 90 px



300 x 600 px



160 x 600 px



300 x 250 px

WEBSITE BANNER



1280 x 350 px

To request a specific size for a website banner or ad, please contact Erina Gilmore at egilmore@nsba.org.