

NCNC27 Exhibitor Social Media Toolkit

Thank you for joining us as an exhibitor! Help us build the buzz with our social media toolkit! Don't forget to follow National CACFP Association on Facebook, Instagram and LinkedIn to stay up-to-date on conference happenings until March. Happy Sharing!

Sample Facebook Posts

Please use #NCNC27. If you tag @National CACFP Association, we can engage with your posts.

- » We're exhibiting at #NCNC27, hosted by the @[National CACFP Association] in Chicago from March 29 - April 2! You can visit us at booth [INSERT BOOTH NUMBER]. Learn more and register at cacfp.org/conference.
- » We're in Chicago and setting up for #NCNC27! Stop by and say hello at booth [INSERT BOOTH NUMBER]. We hope to see you soon.

Sample Instagram Posts

Please use #NCNC27. If you tag @NationalCACFP, we can engage with your posts.

- » We're exhibiting at #NCNC27, hosted by @NationalCACFP from March 29 - April 2. This conference is the premier annual event that brings together professionals from all across the child nutrition community. Will we see you there?
- » We're here! Come see us at booth [INSERT BOOTH NUMBER] at #NCNC27 to talk child nutrition and check out what we have to offer your program. We can't wait to say hello!

Sample LinkedIn Posts

Please use #NCNC27. If you tag @National CACFP Association, we can engage with your content.

- » We're honored to be exhibiting at #NCNC27 this year! Join us in Chicago, March 29 - April 2, for the premier annual event hosted by the @[National CACFP Association]! This conference brings together professionals from child care centers, home providers, sponsoring organizations, school districts, afterschool programs, Head Start programs, food banks, tribal nations and State agencies. Learn more at cacfp.org/conference.

Sample X Posts

Please use #NCNC27 in your communications.

- » We can't wait to exhibit at #NCNC27 and talk all things child nutrition with you! Join us in Chicago from March 29 - April 2.
- » #NCNC27 is almost here! Come see us in the Exhibit Hall at booth [INSERT BOOTH NUMBER]. See you soon! Learn more at cacfp.org/conference.

Questions?

Email partnerships@cacfp.org
Or visit cacfp.org/conference

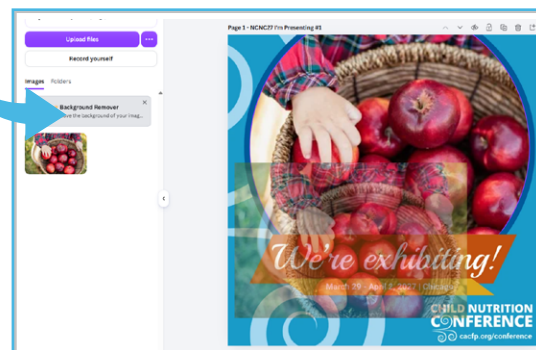
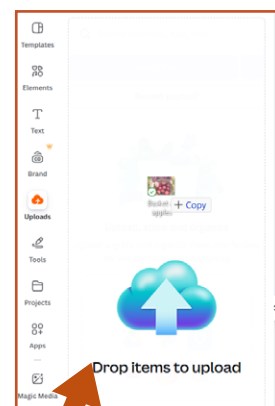
Customizing Your Social Media Images



We've created three different social media images for you to use. You can use these as-is, or you can customize the image by replacing the photo of Chicago with an image of your own. When you are sent the ready-to-use social media images, you will also receive a link to a Canva template, which just requires an email address to sign up for a free account if you do not have one already. You can also access the link [here](#).

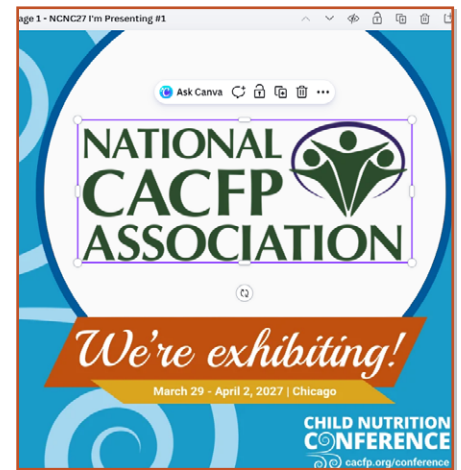
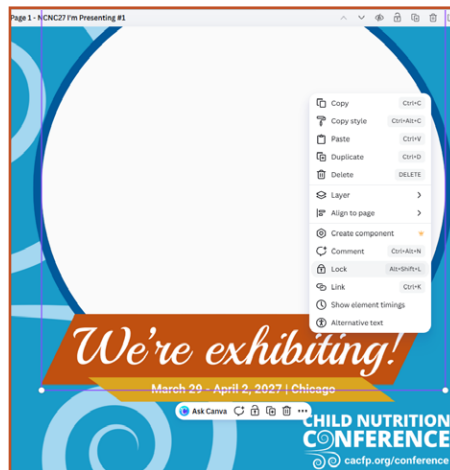
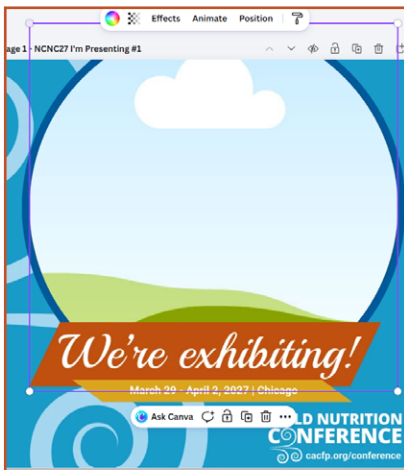
Here are the steps that you would take to customize your image on Canva.

- » When you open up the link, you will see a screen that says that a template was shared with you. Click on the purple button that says "View Template."
- » If you do not have a Canva account, you will be prompted to sign up. You can create an account with your Google, Facebook, Apple or Microsoft account, or your email address.
- » Once you are logged in, another pop-up screen will appear that says that your template is ready. Click the purple button that says "Open in Editor."
- » In the editor, you will find icons running down the left side of the screen. Click on the one that says "Uploads."
- » You can now **drag and drop your desired image into the Uploads section**.
- » From there, you can **drag and drop your image directly into the frame** in the template. If you hover over the image of Chicago, your image will fill up the space.
- » You can double click on your image to adjust the size and position.



Customizing Your Social Media Images

Want to put your logo in the circle? Here's how.



- » If you would like to have your logo in the circle, you can click on the image of Chicago and delete it. You should see a simple drawing indicating the frame. Click on that, and you can select a background color by clicking on the color wheel above the template.
- » Next, lock the frame. This is to prevent your logo from entering the frame, which would cut off your logo. You can lock the frame by right-clicking and selecting "Lock" on the pop-up screen.
- » You can then place your logo by dragging and dropping it onto your template.
- » Adjust the size of the logo by selecting it, then clicking and dragging on a corner to increase or decrease the size.