

2022 National SEL virtual May 17-18 conference Awareness and Action

Digital Media Toolkit

Help us spread the word about 2022 National Social and Emotional Learning Conference: Awareness and Action!

We are looking forward to bringing together practitioners and some of the top social and emotional learning (SEL) thought leaders in the nation to learn best practices and strategies for effective SEL implementation and hope you will share your excitement with your network.

- If you're one of our generous sponsors, THANK YOU, and we hope you'll **share why** you've chosen to support #SELconf2022.
- For our conference registrants, support #SELconf2022 and the good work of the SEL field.
- If you're presenting, please encourage practitioners and colleagues to attend your session or engage with you on social media.

We appreciate you sharing information with your networks and look forward to seeing you in May!

Twitter: @CPSEL2 #SELconf2022

LinkedIn: [Center for Schools and Communities](https://www.linkedin.com/company/center-for-schools-and-communities)

We're Sponsoring!



We're Exhibiting!



I'm Presenting!



Join Me!



Digital Media Toolkit - download images

Twitter is an excellent social media platform with incredible reach. You'd be surprised how much information and excitement you can pack into 280 characters!

TWITTER TIPS

- Make sure to use the conference hashtag **#SELConf2022** in your posts.
- You can also mention CPSEL in your tweet **@CPSEL2**.
- Direct folks to the conference website with this link: **<https://selconference.center-school.org>**
- **If you're presenting**, promote your session by sharing the title, date and time.

SAMPLE TWITTER POSTS

I'll be at #SELconf2022 in May. Will you? I hope you'll join me! <https://selconference.center-school.org>

I'm looking forward to one of my favorite #SEL focused professional development events of the year! @CPSEL2's #SELconf2022! Join me May 17-18! <https://selconference.center-school.org>

Join me and hundreds of fellow educators and youth professionals May 17-18 at #SELconf2022. Can't wait to see you there! <https://selconference.center-school.org>

The theme for #SELconf2022 is Awareness and Action. Will you act and join me May 17-18? <https://selconference.center-school.org>

How I'm helping youth build skills for lifelong success: I'm attending #SELconf2022 for quality training and professional development! Will you be there? <https://selconference.center-school.org>

I'm [sponsoring/presenting at] #SELconf2022 May 17-18! Learn more at <https://selconference.center-school.org>

Where will you be May 17-18? I'll be at @CPSEL2's 2022 National SEL Conference – and I hope you'll join me! <https://selconference.center-school.org> #SELconf2022

Want to explore leveraging the latest social and emotional learning research and practice? Join me at #SELconf2022 May 17-18. <https://selconference.center-school.org>

Want to build #SEL awareness and take action, creating a positive school climate that supports student success? Join me at #SELconf2022 May 17-18. <https://selconference.center-school.org>

Invest in your professional growth and self-care and join me at #SELconf2022 <https://selconference.center-school.org>

Facebook is a great platform for sharing images and links, and for encouraging conversation.

FACEBOOK TIPS

- Keep your posts short and sweet, and try to include an image, newsletter or article link, or some other visual content. While Facebook doesn't have character limits, it's still best to keep posts succinct.
- Use action words in your post, such as "like," "share," "explore" and "learn more" to urge readers to take a specific action.
- Ask questions and solicit the input of others to keep the dialogue going.
- Facebook doesn't track hashtags in the same way that Twitter does, but don't forget to mention the name of the event in your post!
- If you've attended the SEL Conference in previous years, feel free to post photos from the event to get people interested!

SAMPLE FACEBOOK POSTS

I learned so much from the 2021 National Social and Emotional Learning Conference, and I'm already registered to attend the 2022 virtual conference. Join me! <https://selconference.center-school.org>
[if you have a photo from a previous conference to share, include it here!]

I can't wait to join hundreds of educators and youth professionals to learn best practices in SEL at the 2022 National Social and Emotional Learning Conference! <https://selconference.center-school.org>

[Your company name] is a proud sponsor of the 2022 National Social and Emotional Learning Conference. Like this post to be entered to win a giveaway during the conference! <https://selconference.center-school.org>

What conference are you most looking forward to this year? For me, it's the virtual 2022 National Social and Emotional Learning Conference in May! <https://selconference.center-school.org>

We're excited to announce [organization] is sponsoring the 2022 National Social and Emotional Learning Conference! I hope you'll join us May 17-18: <https://selconference.center-school.org>

I'm excited to present at the virtual 2022 National Social and Emotional Learning Conference this May! I'll be presenting on [insert topic]. I hope you'll join my session! <https://selconference.center-school.org>

Organizations can and should leverage the power of social and emotional learning to promote equity and build community. [Your company name] is a proud sponsor of the 2022 National Social and Emotional Learning Conference because they are leaders in a powerful national movement. I hope you'll join us May 17-18! <https://selconference.center-school.org>

Supportive community and authentic belonging are essential to students' learning and development. Join me in supporting the 2022 National Social and Emotional Learning Conference by attending this virtual event May 17-18! <https://selconference.center-school.org>

LinkedIn is the best platform for enhancing professional connections and activating your network.

LINKEDIN TIPS

- Focus LinkedIn content on professional development and/or networking. LinkedIn is the place where people go to build their network and professional portfolio. Meet your connections where they are!
- Take advantage of LinkedIn groups and cross-post content to any groups to which you belong.
- Feel free to customize the sample posts below. Consider sharing how your work fits into this year's conference theme: Awareness and Action.

SAMPLE LINKEDIN POSTS

I'm excited to be a part of the 2022 National Social and Emotional Learning Conference! It's a great networking and professional development opportunity for #SEL educators and youth professionals. I hope to see you there! <https://selconference.center-school.org>

The 2022 National Social and Emotional Learning Conference: Where practitioners and some of the top SEL thought leaders in the nation gather to learn best practices and strategies for effective #SEL implementation. We're excited to be there! <https://selconference.center-school.org>

Are you planning to attend the 2022 National Social and Emotional Learning Conference on May 17-18? I'll be there, sharing [insert something about your organization/products/services/session]. Drop me a line if you're planning to attend—I'd love to connect! <https://selconference.center-school.org>

Wondering what the best practices or most effective tools are for implementing SEL? Join me at the 2022 National Social and Emotional Learning Conference, May 17-18! It's a great opportunity to get quality #SEL focused professional development. <https://selconference.center-school.org>

If you're working in education or are involved in SEL initiatives at your school, district or organization, consider attending the 2022 National Social and Emotional Learning Conference, May 17-18. Build your network of individuals passionate about #SEL! <https://selconference.center-school.org>

What's your top networking tip? I'm headed (virtually) to the 2022 National Social and Emotional Learning Conference on May 17-18 and would love to meet some new folks! Let me know if you'll be there—I'd love to connect. [#SEL](https://selconference.center-school.org)

Organizations can and should leverage the power of social and emotional learning to promote equity and build community. [Your company name] is a proud sponsor of the 2022 National Social and Emotional Learning Conference because they are leaders in a powerful national movement. I hope you'll join us May 17-18! [#SEL](https://selconference.center-school.org)

Supportive community and authentic belonging are essential to students' learning and development. Join me in supporting the 2022 National Social and Emotional Learning Conference by attending this virtual event on May 17-18! [#SEL](https://selconference.center-school.org)

EMAIL

You send emails every day—why not make one of them about the 2022 National Social and Emotional Learning Conference: Awareness and Action?

EMAIL TIPS

- A targeted subject line is critical for your email to be read. Make it active!
- Embed conference website link, <https://selconference.center-school.org>, for readers to learn more easily.
- Be clear about why you are reaching out.
- Add conference art to your email signature.

SAMPLE EMAIL

Subject: Join me at the 2022 National Social and Emotional Learning Conference!

Dear [name],

We're thrilled to be a part of the virtual 2022 National Social and Emotional Learning Conference: Awareness and Action on May 17-18.

The 2022 National SEL Conference: Awareness and Action brings together some of the top SEL thought leaders and practitioners in the nation to learn best practices and strategies for effective social and emotional learning (SEL) implementation.

I'm excited to attend and represent [organization]. I'm looking forward to connecting with educators and youth professionals to grow my network and meet new colleagues who are doing incredible work in SEL across the country.

[Share more about what you're excited about, your role in sponsoring/presenting/etc.]

I hope you'll consider joining me at the 2022 National Social and Emotional Learning Conference!

Sincerely,

[Your name]

[#SELconf2022 email signature art]

2022 National
conference **SEL** virtual
May 17-18

Awareness and Action

[Digital Media Toolkit - download images](#)