

#NCNC Exhibitor Social Media Kit

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 Sponsors Association on Facebook, Twitter, LinkedIn, and Instagram to stay up-to-date on conference happenings until April. Happy Sharing!

Sample Tweets

Please use #NCNC25 in your communications. If you tag @NationalCACFP, we can respond and retweet your communications to our followers as well.

1. We can't wait to exhibit at #NCNC25 and talk all things child nutrition with you! Join us and @NationalCACFP in Dallas from April 14-18.
2. #NCNC25 is almost here! Come see us in the Exhibit Hall at booth [INSERT BOOTH NUMBER]. See you soon, @NationalCACFP! Learn more at cacfp.org/conference.

Sample Facebook Posts

Please use #NCNC25. If you tag @National CACFP Sponsors Association, we can engage with your posts.

1. We're exhibiting at #NCNC25, hosted by the @[National CACFP Sponsors Association] in Dallas from April 14-18! You can visit us at booth [INSERT BOOTH NUMBER]. Learn more and register at cacfp.org/conference.
2. We're in Dallas and setting up for #NCNC25! Stop by and say hello at booth [INSERT BOOTH NUMBER]. We hope to see you soon.

Sample Instagram Posts

Please use #NCNC25. If you tag @NationalCACFP, we can engage with your posts.

1. We're exhibiting at #NCNC25, hosted by @NationalCACFP from April 14-18. This conference is the premier annual event that brings together professionals from all across the child nutrition industry. Will we see you there?
2. We're here! Come see us at booth [INSERT BOOTH NUMBER] at #NCNC25 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 #NCNC.25 If you tag @National CACFP Sponsors Association, we can engage with your content.

We're honored to be exhibiting at #NCNC25 this year! Join us in Dallas, April 14-18, for the premier annual event hosted by @[National CACFP Sponsors 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.

Questions?

Email partnerships@cacfp.org

Customizing Your Social Media Images

We've created three different social media images for you to use. Two are for posting, which are the square and 1920x1080 images, and the third one is for use on Instagram and Facebook stories. You may notice that there are two of each type of image. One of them is for you to customize! We've provided space at the bottom for you to add your logo and booth number. You can see how this can be done in the example to the right.

If you do not have access to software that will allow you to edit these templates by adding images and text, there are plenty of free options available for you online. One example of this is **Canva**, which just requires an email address to sign up for a free account.



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

1. Once you've created your free account, click on the purple button in the upper right corner that says "Create a design."
2. You will see suggested options for your design, but since you already have your template, click on "Import File" at the bottom of the drop-down menu.
3. When you have uploaded your file, you will see the option to "Use in a new design." Select that option, and click the first option that says "Custom size." You will see the dimensions from your upload already entered, so just click on "Create new design."
4. To add your logo, find the icon that says "Uploads" on the lefthand side of the screen. You can either press the "Upload files" button to select your logo, or you can drag and drop the file into the space that should now contain a small version of the template you uploaded. We recommend using a high resolution .jpg or .png.
5. Click on the logo to add it to your design space. Do not drag it into the design space, or that will replace the entire image. Once it's in the design space, you can grab it at the corner to scale it down or up, and grab the center to move it into the space at the bottom of the template.
6. Now you can add your text. Click on the "Add a text box" button on the upper lefthand side of the screen. . Like with the logo, you can grab and drag the text box to where you want. When you click on it, enter the text that you want for the graphic. We recommend using the font "Open Sans," which you can choose in the font selection at the top of the design space. Use the + and - buttons next to the font to size your text.
7. When your image is ready, click on "Share" in the upper right corner and select "Download" from the dropdown menu. Select either JPG or PNG, and then click on the "Download" button.
8. Now you're ready to share your customized image on social media!

Questions?

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