



2017 National Urban League Conference

July 26-29, 2017

Social Media Kit

Social media promotions are underway for the 2017 National Urban League Conference in St. Louis, MO! Below you will find social media copy and links that you can promote via your own Facebook and Twitter pages (and anywhere else online where you are “social.”) We’ve put together this quick-guide so that you can take advantage of social media to stay connected with the Conference as well as promote registration and attendance to your networks.

WHERE TO START?

Stay tuned to the following National Urban League social media @handle & Facebook networks. Please @mention and RT these handles:

Twitter: [@NatUrbanLeague](https://twitter.com/NatUrbanLeague)

Instagram: [@NatUrbanLeague](https://www.instagram.com/NatUrbanLeague)

Facebook: [facebook.com/National.Urban.League](https://www.facebook.com/National.Urban.League)

WHAT’S THE HASHTAG?

There will be social media activity from individuals all over the internet. Stay connected by including the following hashtags in your tweets:

Hashtag: [#SaveOurCities](https://twitter.com/hashtag/SaveOurCities)

WHAT'S THE SHORTENED URL?

Use the shortened URL for linking to the conference webpage on all social media postings. The shortened link is: bit.ly/SaveOurCities2017

LET'S GET SOCIAL!

Following are sample social media messages to get you started immediately. You can post with memes and web banners provided:

GENERAL

- .@NatUrbanLeague is bringing its Annual Conference to #StLouis for the second time in 10 years! Info: <http://bit.ly/2u3MPWc> #SaveOurCities
- Loved the #StateOfBlackAmerica special on @tvonetv? Continue the convo at @NatUrbanLeague Conference! bit.ly/SaveOurCities2017 #SaveOurCities
- Get ready for 4 power packed days at @NatUrbanLeague Conference w/title sponsor @Centene! The lineup: bit.ly/SaveOurCities2017 #SaveOurCities
- For the last 12 yrs, @NatUrbanLeague has honored Women of Power at its Annual Conference. The tradition continues! bit.ly/SaveOurCities2017
- It's time for the 2017 @NatUrbanLeague Conference in #StLouis, w/title sponsor @wwt_inc! Details: bit.ly/SaveOurCities2017 #SaveOurCities
- .@NatUrbanLeague is making space to talk about #MentalHealth & stigmas surrounding it. Join the convo <http://bit.ly/SaveOurCities2017> #SaveOurCities
- Black men are often misunderstood as threatening & aggressive. But what about renaissance men? Let's talk about it! bit.ly/SaveOurCities2017

Facebook:

- The National Urban League Conference is in just a few days! Political, business, and community leaders will convene in St. Louis, Missouri for four power packed days. Be there to soak up all the knowledge, networking, and fun, July 26 through 29.

REGISTER TODAY: bit.ly/SaveOurCities2017 #SaveOurCities

Instagram:

- Make college a reality for your kids! Bring them to the FREE College Fair at the 2017 National Urban League Conference next week, presented by FedEx. Meet recruiters, get info about financial aid, and much more. Visit bit.ly/SaveOurCities2017. #SaveOurCities #college #highered #collegefair

PARTNERS

- We're a proud sponsor of the 2017 @NatUrbanLeague Conference! July 26-29 in St. Louis, MO: bit.ly/SaveOurCities2017 #SaveOurCities
- Glad our partner @NatUrbanLeague chose #StLouis for its Annual Conference! We're coming together to #SaveOurCities: bit.ly/SaveOurCities2017
- Proud to welcome our partner @NatUrbanLeague's Annual Conference back to St. Louis! See the lineup: bit.ly/SaveOurCities2017 SaveOurCities

SPEAKERS

- Excited to speak at this year's @NatUrbanLeague Conference! Join me at the Empowerment Stage, 7/2X at XX:XXa/p. #SaveOurCities
- Don't miss my session at @NatUrbanLeague Conference! Looking forward to a great conversation on 7/2X: bit.ly/SaveOurCities2017 #SaveOurCities
- Meet me at the @NatUrbanLeague Conference this week! I'll be speaking on _____, 7/2X at XX:XXa/p #SaveOurCities

FREE ACTIVITIES/EXPO HALL

- .@NatUrbanLeague Conference kicks off next week in #StLouis! FREE events: Career Fair, College Fair & Expo Hall, 7/26-29. #SaveOurCities
- .@Centene will provide FREE vision exams & prescription glasses for kids at @NatUrbanLeague Conference! 7/26-29 in St. Louis. #SaveOurCities
- FREE cholesterol, glucose & blood pressure screenings at @NatUrbanLeague Conference, thanks to @ulst! 7/26-29 in #StLouis. #SaveOurCities
- Ernestine Shepherd is a 79-year-old bodybuilder! Meet her at @NatUrbanLeague Conference for tips on health & happy living. #SaveOurCities

YOUNG PROFESSIONALS

- Millennials & young professionals will gather at @NatUrbanLeague's Conference to network & #SaveOurCities! Register: bit.ly/SaveOurCities2017
- If you're a young professional, don't miss a chance to network & grow your brand at @NatUrbanLeague Conference! bit.ly/SaveOurCities2017
- Meet the 10 young professional honorees serving communities & changing lives at @NatUrbanLeague Conference! bit.ly/SaveOurCities2017

Facebook:

- For the second year in a row, the National Urban League Young Professionals will honor outstanding young professionals next week! Come meet the 10 trailblazers who excel professionally and positively impact their communities. Learn more about the honorees (<http://bit.ly/2sTAYyV>) and REGISTER for the National Urban League Conference today: bit.ly/SaveOurCities2017 #SaveOurCities

Instagram:

- In just a few days, millennials and young professionals will gather at the National Urban League Conference in St. Louis to network & strategize on how to #SaveOurCities! Come out to engaging workshops, networking opportunities & fun social events. Register today at link in bio. #GatewayCity #StLouis #UrbanLeague #conference #youngprofessional #career #networking

CAREER & NETWORKING FAIR

- Get FREE professional headshots, resume advice & career coaching at @NatUrbanLeague Conference! <http://bit.ly/2017NULCareerNetworkingFair> #SaveOurCities
- Network your way to your next job at our Career & Networking Fair in a few days! REGISTER & follow @ULJobsNetwork: <http://bit.ly/2017NULCareerNetworkingFair>
- A recent grad or switching careers? Don't want to miss @NatUrbanLeague's Career & Networking Fair! <http://bit.ly/2017NULCareerNetworkingFair> #SaveOurCities

Facebook:

- Currently job hunting? Get FREE professional headshots, resume critique, and career coaching at the National Urban League Conference in a few days! The 2-day Career & Networking Fair features dozens of workshops and sessions to get you job ready.

Register and tell a friend or two! <http://bit.ly/2017NULCareerNetworkingFair>. #SaveOurCities

SHARK TANK AUDITIONS

- @ABCSharkTank producers will be at @NatUrbanLeague's Conference to hear your best pitches! Get ready: <http://bit.ly/SharkTankNUL> #NULSBM17
- Pitch your brilliant biz idea to @ABCSharkTank producers at @NatUrbanLeague's Conference! July 29 in St. Louis: <http://bit.ly/SharkTankNUL>
- Calling all entrepreneurs! @ABCSharkTank will hold a casting call at @NatUrbanLeague Conference! Get ready to pitch: <http://bit.ly/SharkTankNUL>

- Love @ABCSharkTank? Pitch your product or service during the St. Louis casting call at @NatUrbanLeague Conference! <http://bit.ly/SharkTankNUL>

Facebook:

- Shark Tank is bringing its casting call to the National Urban League Conference in St. Louis next week! Own a business or have a great idea for a product or service? Pitch it to producers during our Small Business Matters Summit on Saturday, July 29.

Details: <http://bit.ly/SharkTankNUL> #SaveOurCities #SharkTank #NULSBM17

SMALL BUSINESS MATTERS

- .@NatUrbanLeague is hosting a 1-day Small Business Matters Summit on 7/29, presented by @WellsFargoWorks! <http://bit.ly/SmallBizMatters17> #NULSBM17
- Have an idea but not sure if it's a viable biz idea? Get insight at @NatUrbanLeague Small Business Matters Summit! <http://bit.ly/SmallBizMatters17>
- .@NatUrbanLeague is hosting a social media bootcamp for small biz owners! Event is FREE but registration required: <http://bit.ly/SmallBizMatters17>

TECHCONNECT/HACKATHON

- Don't miss Women Trailblazers in Technology at @NatUrbanLeague Conference! Presented by @chevrolet: <http://bit.ly/TechConnect2017> #SaveOurCities
- Love technology & social justice? @NatUrbanLeague's Hackathon for Social Justice is for you, presented by @comcast: <http://bit.ly/HackForJustice>

Facebook:

- The National Urban League's Hackathon for Social Justice is coming up in just a matter of days, presented by Comcast! Come hack solutions to the social and political issues facing our communities, like public safety, voting, education, jobs, housing, and health.

Don't worry if you don't have coding experience - mentors will be on hand to help you create an app or website. Register for FREE: <http://bit.ly/HackForJustice>
#SaveOurCities #StLouis #UrbanLeague #socialjustice #tech #technology
#BlacksInTech

YOUTH LEADERSHIP SUMMIT

- .@NatUrbanLeague is hosting a FREE College Fair in #StLouis, presented by @FedEx! Saturday, 7/29 at America's Center bit.ly/SaveOurCities2017

- At @NatUrbanLeague's Youth Summit, middle & HS students will learn not only from adults but from each other! Follow updates: #SaveOurCities.
- Youth voices matter! Follow updates from @NatUrbanLeague's Youth Town Hall, a space for expression. bit.ly/SaveOurCities2017 #SaveOurCities
- Bring your child to @NatUrbanLeague's FREE College Fair on 7/29 in #StLouis, presented by @FedEx! bit.ly/SaveOurCities2017 #SaveOurCities

COMMUNITY DAY

- @NatUrbanLeague will give away 10,000 FREE backpacks, thanks to @GEICO! Get your kids #BackToSchool ready, 7/29 in #StLouis. #SaveOurCities
- Live in #StLouis & have kids heading #BackToSchool soon? @GEICO is giving away 10K backpacks at @NatUrbanLeague Conference! #SaveOurCities

MOBILE APP

- @NatUrbanLeague Conference app is LIVE, powered by @usbank! Create your own schedule, connect w/attendees & get updates. #SaveOurCities
- Going to @NatUrbanLeague Conference? Download free app to keep up w/updates, events & speakers! Available on Apple & Android. #SaveOurCities
- Download the free @NatUrbanLeague Conference app for all event & speaker info! Plus, play a scavenger game & win cool prizes. #SaveOurCities

SNAPCHAT

We've created unique National Urban League Conference filters for your use at the Convention Center and other locations where Conference events will take place. Follow @NatUrbanLeague, use the filters, and Snap away!

MEMES/GRAPHICS

NATIONAL URBAN LEAGUE CONFERENCE
JULY 26-29, 2017
ST. LOUIS

SAVE OUR CITIES
EDUCATION, JOBS AND JUSTICE

REGISTER TODAY!

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

NATIONAL URBAN LEAGUE CONFERENCE
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ST. LOUIS

SAVE OUR CITIES
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TECHCONNECT
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THE YOUTH SUMMIT
COLLEGE FAIR

7/29
10:30AM-3PM

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Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

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DOWNLOAD THE CONFERENCE APP

Available on the App Store and Google Play

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Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

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Y.P.L.E.A.D.
LEADERSHIP, ENTREPRENEURSHIP, ADVOCACY, DEVELOPMENT SUMMIT

7/27 - 7/29

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

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SMALL BUSINESS MATTERS
ENTREPRENEURSHIP SUMMIT

7/29

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

SAVE OUR CITIES
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75
1942 - 2017

URBAN LEAGUE GUILDS
LEADERSHIP LUNCHEON & GUILD AWARDS

7/28

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: National Council of Urban League Guilds

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POWER WALK WITH MARC

7/29

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CAREER & NETWORKING FAIR

7/27 - 7/28
11AM-5PM

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

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STATE OF THE URBAN LEAGUE ADDRESS

MARC H. MORIAL
PRESIDENT & CEO, NATIONAL URBAN LEAGUE

7/26
7PM-8:30PM

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

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OPENING PLENARY

ANGELA RYE
STATE OF BLACK AMERICA. HOW DO WE #PROTECTOURPROGRESS?

7/27
8:30AM-10:30AM

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: Pepsico

SAVE OUR CITIES
EDUCATION, JOBS AND JUSTICE

EMPOWERMENT STAGE

MEDINA ISLAM
PURPOSE, POWER AND PASSION. A CONVERSATION WITH RENAISSANCE MEN

7/28
1:40-2:40PM

This Sponsor: CENTENE, West Nile Technology, Facebook, Nextdoor, Let's Do Places, YOLO, Let's Do Places, UPS
Presenting Sponsor: National Urban League, #SaveOurCities, www.nul.org

Check out more [Conference event memes](#) and [Empowerment Stage memes](#)!