



## Sponsor/Exhibitor Social Media Toolkit

Virtual is powerful. The 2020 PBSA Annual Conference, September 14-15, 2020, will be our best conference yet. We've put together this Social Media Toolkit with samples and images so that you'll have everything you need to show the world your commitment to excellence in the screening profession.

### STEP 1: Follow our social media channels

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

Facebook: [@ThePBSA](https://www.facebook.com/ThePBSA)

LinkedIn: [@PBSA](https://www.linkedin.com/company/pbsa)

### STEP 2: Use the hashtag

Join the conversation! Use the hashtag #PBSA20 when you post and remember to tag PBSA. Using the official hashtag #PBSA20 helps make it easy to find posts by your fellow conference attendees.

### STEP 3: Use our free images and sample posts

Feel free to copy and paste any of these sample social media messages to share on social media -- or create your own! Remember to use #PBSA20 and tag PBSA on Facebook, Twitter, and LinkedIn.

#### SAMPLE FACEBOOK POSTS

- Proud to be a [sponsor/exhibitor] of the virtual @ThePBSA Annual Conference #PBSA20! Learn more about this important event: <https://www.thepbsa.com/>

- We're committed to advancing excellence in the screening profession and proud to be a sponsor of the virtual @ThePBSA Annual Conference! Stop by our virtual booth at #PBSA20 <https://www.thepbsa.com/>
- Looking for solutions? Find us in the virtual Exhibit Hall at #PBSA20! The virtual @ThePBSA Annual Conference is an excellent opportunity to advance your business with education, networking and solutions. Learn more: <https://www.thepbsa.com/>

## SAMPLE TWITTER POSTS

- We're proud to sponsor the virtual @PBSA Annual Conference! Visit our booth at #PBSA20 to learn more about [insert products/services]. <https://www.thepbsa.com/>
- Join us at #PBSA20! We're proud sponsors of the virtual @PBSA Annual Conference. <https://www.thepbsa.com/>
- Looking for solutions? Find us in the virtual Exhibit Hall at #PBSA20! The virtual @PBSA Annual Conference is an excellent opportunity to advance your business with education, networking and solutions. Learn more: <https://www.thepbsa.com/>

## SAMPLE LINKEDIN POSTS

- We're proud to sponsor the virtual @PBSA Annual Conference! Visit our booth at #PBSA20 to learn more about [insert products/services]. <https://www.thepbsa.com/>
- We're committed to advancing excellence in the screening profession and proud to be a sponsor of the virtual @PBSA Annual Conference! Stop by our virtual booth at #PBSA20 <https://www.thepbsa.com/>
- Looking for solutions? Find us in the virtual Exhibit Hall at #PBSA20! The virtual @PBSA Annual Conference is an excellent opportunity to advance your business with education, networking, and solutions. Learn more: <https://www.thepbsa.com/>
- What are your business challenges right now? Stop by our virtual booth at #PBSA20 for a chat with [insert staff name] about how [business name] can support your business needs. <https://www.thepbsa.com/>

## FREE TO USE SOCIAL MEDIA IMAGES

Click links for full images

[Facebook & LinkedIn Image](#)

[Twitter Image](#)

[Instagram Image](#)

**PROUD SPONSOR**



September 14-15, 2020 | Virtual Conference

Register at [www.thepbsa.org](http://www.thepbsa.org)

#PBSA20