We need your help to make SNEB’s 2020 Annual Conference one of our best! Below is a sample copy you can post on social media outlets, send to colleagues via email, or distribute to institutional and local news outlets, including real or virtual departmental bulletin boards. Simply insert appropriate information about your session or workshop (including dates and times) when spreading the word. By joining together to encourage colleagues and students to attend, we can make this a great event!

1. Conference Web Link

The link to SNEB’s Annual Conference Web site is https://www.sneb.org/2020. It’s hyperlinked in all the sample text below. You can also include it in URL format in any promotional materials you circulate.

2. Social Media

The official conference hashtag is #SNEB2020. Be sure to include this in all of your conference messaging on social media. Like and follow us on Facebook and Twitter @SNEBonline. Images you can use along with your messaging are attached.

Template:

This is a template that you can edit and share on Instagram, Facebook, and LinkedIn. Update it with the title of your presentation, the date & time, your name, and headshot.

https://www.canva.com/design/DAD99Ejub4Q/GVPC9JJBjcPwfXvi90_UNg/view?utm_content=DAD99Ejub4Q&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Profiles and Group Pages:

Nutrition educators and professionals, I'll be presenting at @SNEBonline's 2020 Annual Conference, What Food Future, live online at SNEB.ORG/2020 from July 20 – July 24. My topic is [add topic/title here and whatever you want to say about it.] I'd love to see you there! Become a fan of SNEB:

http://www.facebook.com/SNEBonline. #SNEB2020

[Tips]: Post often for maximum exposure. Let others know how important SNEB’s Annual Conference is, what they'll gain from attending. In multiple posts, include tidbits, important research, or other info about the topic you'll be presenting. Are you sharing new findings? Send a teaser but tell them they have to attend to hear “the rest of the story.”

Twitter:

I will be presenting at #SNEB2020 this July 20-24 live online at SNEB.ORG/2020. Join me for my session on [brief details about your session]. Register Now: www.sneb.org/2020. @SNEBonline

LinkedIn:

Join me at the Society for Nutrition Education and Behavior’s 2020 Annual Conference, What Food Future?, live online at SNEB.ORG/2020 July 20-24. I will be presenting a session on [details about your session]. I hope to see you there! To register and learn more about #SNEB2020, visit www.sneb.org/2020.
3. Personal Web Sites/Blogs

If you maintain a personal website or blog, here are some idea starters for a conference related post:

- Talk about your presentation and invite comments on your post
- Have you published a book or other resource people might be interested in?
- Is your topic a hot one? Open up the debate!
- Create a contest or incentive for people who read your content and then attend your session

You can also create a video. Nothing is more compelling than seeing and hearing someone passionate about their topic. You can make your video submissions here.

4. Emails to Colleagues and/or Students

Dear Colleagues/Students,

For more than 50 years, the Society for Nutrition Education and Behavior (SNEB) has hosted the only event specifically geared toward nutrition educators. I’m proud to announce I’ll be presenting a [session/abstract] on [add topic/title] as part of SNEB 53rd Annual Conference, themed What Food Future?, July 20-24. I invite you to come to my session on [date, time].

If you’ve never been to the conference, you’re missing a great opportunity to learn about new research, creative ideas, and practical techniques applicable in many settings. Because of COVID-19, the entire conference is being held online this year and they’re offering a package to not only watch live but get video recordings from EVERY session. If you take advantage of that, you’ll have access to 46 CEU credits that are good for three years.

So, please join me at SNEB’s 2020 Annual Conference. Details are online at SNEB.org/2020. Forward this email to anyone else you know who might be interested.

Thanks, and I hope you can join me!

5. Departmental Online Bulletin Boards and Calendars

The Society for Nutrition Education and Behavior’s (SNEB) Annual Conference is the premier event for nutrition education professionals from around the world.

[Insert Your Name] is one of the conference presenters speaking on [Insert Topic]. [Add additional facts about your presentation as appropriate.]

The 2020 event is themed “What Food Future?” and will be held entirely online July 20-24 because of COVID-19. For more information, contact SNEB at 800-235-6690 (317-328-4627 outside the U.S.) or visit SNEB.org/2020.

6. School, University, or Business News Outlets and/or Web Sites

FOR IMMEDIATE RELEASE

[Add information about yourself, your title and position, and your work. Include how your technique, findings, or other product promote nutrition, healthy communities or improve healthful behaviors.]

SNEB’s conference is the only event geared specifically for nutrition educators. They are an international organization of nutrition education professionals who are dedicated to promoting effective nutrition education and communication to support and improve healthful behaviors with a vision of healthy communities through nutrition education and advocacy. For more information, contact SNEB at 800-235-6690 (317-328-4627 outside the U.S.) or visit Sneb.org/2020.

-End-

[Tips]: Send this to your school or university press office for publication in their faculty news resources and in the school paper. You don't have to write much copy, just include a few sentences of the most important and/or interesting news - enough to encourage the news outlet to contact you for more information and an interview. They will write the rest. Be sure to include the closing paragraph about the Conference and SNEB.

7. Local News Outlets

FOR IMMEDIATE RELEASE

[Open your press release with an anecdote related to your presentation topic or more broadly with an anecdote about your work. Include compelling information about your topic such as new research findings, the importance of nutrition education and how it directly affects your community. Have you implemented a unique nutrition education program in your school, university, or community? In what way does your technique, findings, or other product promote healthy communities or improve healthful behaviors? Add it to this press release then tie it in with conference and the fact that you will be there to present on this exciting topic. Include your title and position.]


This is the only event that is geared specifically toward nutrition educators. SNEB is an international organization of nutrition education professionals who are dedicated to promoting effective nutrition education and communication to support and improve healthful behaviors with a vision of healthy communities through nutrition education and advocacy. For more information, contact SNEB at 800-235-6690 (317-328-4627 outside the U.S.) or visit Sneb.org/2020.

[Tips]: Send this to your local news outlets: TV, radio and newspapers, which are always in the market for local interest stories. Don't forget niche publications like business journals and education-focused nonprofit news organizations. You don't have to write much copy, just include a few sentences of the most important and/or interesting news – enough to encourage the news outlet to contact you for more information and an interview. They will write the rest. Be sure to include the closing paragraph about the conference and SNEB.