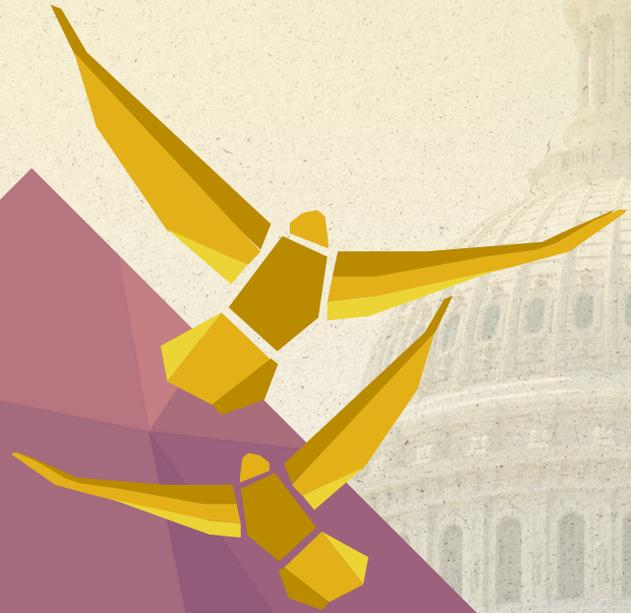


**CBCFINC.ORG/ALC**

**#CBCFALC17**



**47<sup>TH</sup> ANNUAL  
LEGISLATIVE CONFERENCE**

**AND STILL I  
RISE**

**SEPTEMBER 20 - 24, 2017**

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**SOCIAL MEDIA  
TOOLKIT**



# SOCIAL MEDIA TOOLKIT

Thank you for downloading the Congressional Black Caucus Foundation, Incorporated's (CBCF) social media toolkit for the 47th Annual Legislative Conference (ALC). We are excited that you are partnering with us to help promote ALC '17!

This social media toolkit will serve as a guide to help with messaging and promotion for the 47th ALC. Feel free to be creative and innovative in your approach to promoting the sessions and forums that are expected to attract more than 10,000 participants from around the nation.

This year's conference theme, "And Still I **RISE**" reflects a legacy of resilience that emphasizes the collective strength of the black community to rise above continued racial inequalities. Congresswoman Robin Kelly of Illinois and Congressman Marc Veasey of Texas will serve as honorary co-chairs of this year's conference.

Please find conference information below, as well as messaging for Facebook, Instagram and Twitter on the following pages. If you have additional questions, please email [ALC@cbcfinc.org](mailto:ALC@cbcfinc.org).

We look forward to seeing you at our 47th Annual Legislative Conference -- Thank you!

## **CONFERENCE INFORMATION**

### **Theme**

And Still I RISE

### **Official Hashtag**

#CBCFALC17

### **Venue**

Walter E. Washington Convention Center  
(801 Mount Vernon Place N.W. Washington, D.C. 20001)

### **ALC '17 Dates**

September 20 - 24, 2017

### **More Info**

[cbcfinc.org/ALC](http://cbcfinc.org/ALC)





## SOCIAL MEDIA TOOLKIT

### CBCF SOCIAL MEDIA ACCOUNTS

- |  |               |   |  |
|--|---------------|---|--|
|  | @CBCFInc      |  | /+CBCFIncorg                                   |
|  | @CBCFInc      |  | /company/congressional-black-caucus-foundation |
|  | /CBCFInc      |  | www.cbcfinc.org                                |
|  | /user/CBCFInc |   |  |

### OFFICIAL HASHTAG

**#CBCFALC17**

\*\*Click on each icon to access each social media account



### SAMPLE FACEBOOK POSTS

The 47th Annual Legislative Conference (ALC): And Still I RISE will be an unforgettable experience! Join the CBCF as they reflect on a legacy of resilience that emphasizes the collective strength of the black community to rise above continued racial, social and political inequalities. ALC '17 is scheduled for September 20 - 24, 2017 at the Walter E. Washington Convention Center in Washington, D.C. Visit [cbcfinc.org/ALC](http://cbcfinc.org/ALC) to learn more! **#CBCFALC17**

Over 10,000 attendees will participate in 100 plus policy sessions during the CBCF's 47th Annual Legislative Conference: And Still I RISE, September 20 - 24, 2017 in Washington, D.C. You don't want to miss this chance to network with legislators, celebrities, activists, and concerned citizens around critical issues affecting the African-American community and global black diaspora. Visit [cbcfinc.org/ALC](http://cbcfinc.org/ALC) to register today. **#CBCFALC17**

Join the Congressional Black Caucus Foundation (CBCF) at the 47th Annual Legislative Conference: And Still I RISE in Washington, D.C., September 20 - 24. Don't miss the in-depth policy discussions and debates with some of the foremost thought leaders in the African-American community. Register today at [cbcfinc.org/ALC](http://cbcfinc.org/ALC) and let us know you're coming by using the hashtag, **#CBCFALC17**.

If you haven't registered for the 47th Annual Legislative Conference: And Still I RISE, it's not too late! The Congressional Black Caucus Foundation, Incorporated will host the 5-day policy conference September 20 - 24, 2017 in Washington, D.C. Be sure to register at [cbcfinc.org/ALC](http://cbcfinc.org/ALC) today! **#CBCFALC17** is sure to be enlightening, unique, and memorable as thought leaders explore today's issues from an African-American perspective.



## SOCIAL MEDIA TOOLKIT

### SAMPLE TWITTER POSTS

Join [@CBCFInc](#) at **#CBCFALC17**! Don't miss this 5-day policy conf. w/ some of the foremost thought leaders. Register: [cbcfinc.org/ALC](http://cbcfinc.org/ALC).

[@CBCFInc](#) is excited to host the 47th ALC (**#CBCFALC17**) Sept. 20 - 24 in D.C. Get your tickets NOW, Register: [cbcfinc.org/ALC](http://cbcfinc.org/ALC)

Don't miss [@CBCFInc](#) 47th ALC: And Still I RISE. Sept. 20 - 24 in D.C. Register: [cbcfinc.org/ALC](http://cbcfinc.org/ALC) **#CBCFALC17**

#ICYMI: Early bird registration ends July 18 for **#CBCFALC17**. Register today and learn more: [cbcfinc.org/ALC](http://cbcfinc.org/ALC).

Don't miss the leading policy conf. on issues affecting the AA community this Sept. Learn more: [cbcfinc.org/ALC](http://cbcfinc.org/ALC) **#CBCFALC17**

### SAMPLE INSTAGRAM POSTS



**#CBCFALC17** registration is open! The Annual Legislative Conference is the leading policy conference on issues impacting African Americans and the global black community. Thought leaders, legislators, celebrities, and concerned citizens engage on economic development, civil and social justice, public health and education issues. Register at [cbcfinc.org/ALC](http://cbcfinc.org/ALC).

Join the [@CBCFinc](#) at the 47th Annual Legislative Conference (ALC) in Washington, D.C. September 20 -24, 2017. This awe-inspiring 5-day policy conference will highlight a legacy of resilience that emphasizes the collective strength of the black community to rise above continued racial, social and political inequalities. Don't wait! Get your tickets before early bird registration ends on July 18! Register at [cbcfinc.org/ALC](http://cbcfinc.org/ALC). **#CBCFALC17**

Grab a friend and make your way to the 47th Annual Legislative Conference (ALC) in Washington, D.C., September 20 - 24, 2017. You'll leave with information on opportunities and issues facing the African-American community. Don't wait to register! Get your tickets today: [cbcfinc.org/ALC](http://cbcfinc.org/ALC). **#CBCFALC17**