**NCTM 2023 Annual Meeting & Exposition**

**Speaker Toolkit**

Thank you for agreeing to present your session at the NCTM 2023 Annual Meeting & Exposition! NCTM has put together a digital toolkit to help you promote your session. Review the resources below to get started.

The Annual Meeting will be held on October 25-28 in Washington, DC. Registration for the event is located at www.nctm.org/dc2023.

**NCTM Social Media Handles**

When posting on social media, use the handles below for tagging NCTM. For example, if posting your message on Twitter, within the content message, use the Twitter handle

@NCTM when mentioning NCTM.

* Twitter: @NCTM
* Facebook: @TeachersofMathematics
* Instagram & TikTok: @nctm.math
* LinkedIn: @National Council of Teachers of Mathematics - NCTM
* YouTube: @NCTM Channel

**Social Media Hashtags:**

* Official conference hashtag: #NCTMDC23
* Other popular hashtags in the math community:
  + #mtbos
  + iteachmath

**Speakers’ Posting Tips**

* Start your promotion as soon as your session is confirmed. This will help build interest and excitement early.
* Cross-promote with other speakers and panelists. Connect with them and help promote one another.
* Introduce yourself, your topic, and learning objectives. Engage with followers in advance by asking questions and answering participants’ questions about your session.

**Shareable Tools and Resources**

Tell the math community what your session is all about!

**Speaker Badges**

Sharing an image along with your copy on social media has been proven to show increased engagement and impressions. Download a [digital presenter badge](https://www.nctm.org/Conferences-and-Professional-Development/Annual-Meetings/DC2023/Campaigns/Spread-The-Word-About-the-NCTM-2023-Annual-Meeting/) to highlight your involvement with #NCTMDC23. Place the badge on your website, on social media, in emails, and in other documents.

**Social Media Copy**

Post regularly on your social media channels to encourage registration and attendance to your session. Use the samples below or create your own and remember to use

#NCTMDC23 on every post!

**Facebook/LinkedIn**

I’ll be speaking at the #NCTMDC23 Annual Meeting on [SESSION DATE]! Get ready to discuss [SESSION DETAILS] and have an open dialogue about what you can do to grow as a math educator. Add my session to your conference plans and register for

#NCTMDC23 today: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).

I’ll be presenting at the #NCTMDC23 Meeting on [SESSION DATE]! Get ready to discuss [SESSION DETAILS]. Add my session to your meeting plans and register for

#NCTMDC23 today: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).

Join me at #NCTMDC23! I’ve been selected as a presenter for the meeting taking place October 25-28. I hope to see you at my session starting [SESSION TIME] on [SESSION DATE]. You can learn more and register at [www.nctm.org/dc2023](https://www.nctm.org/losangeles2022/).

The #NCTMDC23 Meeting is timely and you don’t want to miss it! Join me and our math community for an important conversation on [SESSION TITLE & DETAILS]: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).

**Twitter**

Put your professional growth first at #NCTMDC23 during my session, [SESSION TITLE]. Register today and get ready to gain actionable steps you can use in the classroom: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).

This is your moment! Continue to thrive at #NCTMDC23 during my session, [SESSION TITLE]. Register today: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).

I’m excited to share that I will be presenting at #NCTMDC23 on [SESSION DATE] at [SESSION TIME]! Join me: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).

Attend my session at #NCTMDC23 where I will be presenting on [SESSION TITLE]: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).

**Instagram**

*\*Note: Instagram does not allow the links within a post to be clickable. Due to this, we recommend adding the link to your bio and including “Link in bio.” in your posts (as shown below). If you do not wish to add the link to your bio, you can include the link in your posts: www.nctm.org/dc2023.*

Don’t miss my session, [SESSION TITLE], at the @nctm.math Annual Meeting! Learn how you can thrive in any teaching environment by [SESSION DETAILS]. Register today and connect with me at #NCTMDC23 this fall! Link in bio

The @nctm.math Annual Meeting is made for you—and so is my session! Be sure to add [SESSION TITLE] on [SESSION DATE] to your schedule. Register today! Link in bio. #NCTMDC23

Don’t miss my session, [SESSION TITLE], at the @nctm.math Annual Meeting! Learn how you can thrive in any teaching environment by [SESSION DETAILS]. Register today and connect with me at #NCTMDC23 this fall! Link in bio

**Speaker Video**

Relax with a cup of Joe or tea in front of your laptop or phone. Go to your video feature, hit “record,” and tell the math community why they shouldn’t miss your highly anticipated session!

* Give your audience a taste of why you’re speaking and how your topic can help them grow personally and professionally.
* Tell them the date and time of your session.
* Share how they can register for the Annual Meeting: [www.nctm.org/dc2023](http://www.nctm.org/dc2023).
* Aim to keep your message between 30–45 seconds.
* Remember to tag NCTM so we can share!