

## 2017 BoardSource Leadership Forum Promotion Guide for Speakers

Thank you for your participation in the 2017 BoardSource Leadership Forum. We developed this kit to help you share your participation with your network. Included, please find:

- information about this year's BLF
- social media guide, ready-to-go posts, and suggested posting schedule
- branding guide with tips on how to use the BLF logo

### About the BoardSource Leadership Forum

#### Dates and Location

October 18 – 20, 2017

[Sheraton Seattle Hotel](#)

Seattle, Washington

The text below describes the BoardSource Leadership Forum and can help promote your participation. Feel free to cut and paste this text for a newsletter or blog.

The BoardSource Leadership Forum is a conference focused on nonprofit leadership at the highest level – the board of directors. Every two years, BoardSource gathers more than 800 board members, chief executives, staff, and nonprofit professionals for two days to discuss the newest thinking and best practices in nonprofit governance. Through plenary sessions, workshops, discussions, presentations, and networking events, our participants learn how to guide their organizations toward greater impact and mission fulfillment.

#### This Year's Theme

Igniting Leadership for Power, Purpose, and Impact embodies our commitment to nonprofit leaders' role as standard-bearers for their organizations. We believe that together, board members and chief executives can develop nonprofit organizations that are not only healthy and viable, but are also innovative, adaptive, and relentless in their focus on core purpose. This holds true whether leaders are advocating for the issues that affect their missions, exploring the benefits associated with intentional partnerships and collaborations, or sharpening their understanding of the relationship between overall strategy, effectiveness, and impact. BLF 2017 is the opportunity for us to come together as a community to support, empower, and inspire one another, and to ensure that every social sector organization has the leadership it needs to fulfill its mission and advance the public good. We invite you to join us in that vision.

## BLF Speaker Social Media Guide

BoardSource encourages all BLF speakers to promote their participation in the conference through social media. To help make the process easier, we included sample messages, tips, and guidelines below. See page 4 for logos and branding tips.

### The Basics

# – When you post about BLF on Twitter or Facebook, use the #BLF2017 hashtag.

@ – Include @BoardSource in your tweets and tag us on Facebook so that we can see what you're sharing (and possibly share your message from our account).

### Website Links

BLF landing page – <https://boardsource.org/blf17>

Program page – <https://boardsource.org/nonprofit-sector-news/boardsource-leadership-forum/blf-program/>

## Suggested Social Media Posting Schedule

### August 15: Facebook Post:

I'm excited to be speaking at the 2017 BoardSource Leadership Forum this fall in Seattle to discuss the impact a strong board of directors can have in helping a nonprofit fulfill its mission.

### August 15: Twitter Post:

I'll be discussing [session topic] as a speaker at #BLF2017.

### August 15: LinkedIn Post:

I am excited to be a speaker at the 2017 BoardSource Leadership Forum. The conference, held October 18-20 in Seattle, focuses on the impact of nonprofit boards and the unique role they play in advancing the public good.

### September 20: Facebook Post:

Join me at the 2017 BoardSource Leadership Forum, held October 18-20 in Seattle. I'm excited to speak at the conference, where the programming is designed to help participants learn how to guide their organizations toward greater impact and mission fulfillment.

### September 20: Twitter Post:

Don't miss #BLF2017. I'm speaking at this year's @BoardSource conference, held in Seattle this October.

### September 20: LinkedIn Post:

I'm excited to be speaking at the 2017 BoardSource Leadership Forum this fall in Seattle to discuss the impact a strong board of directors can have in helping a nonprofit fulfill its mission.

**October 11: Facebook Post:**

Will you be at BLF in Seattle next week? I'm presenting [name of session] at BoardSource's 2017 conference.

**October 11: Twitter Post:**

Are you attending #BLF2017 next week? I'm speaking at this year's @BoardSource conference.

**October 11: LinkedIn Post:**

Are you attending the BoardSource Leadership Forum next week? I'm presenting [name of session].

**Other Ways to Use Social Media to Show Your Support**

- Post on social media during the conference! Images often help increase social media engagement, so consider adding pictures to your posts.
- Retweet and like tweets. Follow the #BLF2017 hashtag before and during the conference. Share or like posts (and add in a note about your session!).
- Adhere to BLF branding. See below for tips on using the BLF logo.

## BLF Branding

- In general, the look of BLF materials should use the same visual cues that appear on the [BLF pages on our website](#).
- When using the logo, the box background should be clear, and the text inside the box should always be white. Use the version that includes the theme whenever possible. If you require other versions or file types of the BLF or BoardSource logo, please reach out to the [BoardSource Creative Director](#).
- Left-justified graphic placement is preferred when the application allows.
- When the graphic appears in small format or on a text-heavy document, consider using the simple graphic with or without the theme.

### Standard BLF Logo with Theme

