

SOCIAL MEDIA SHARING

Enhanced Engagement Tips: For Sponsors

Get ready to ignite excitement! This document is your go-to guide for promoting your participation in Nourishing Change Conference. Follow these tips to promote your presence, engage your network and help build a vibrant community around the event.



Messaging

Under 50 words

Keep your caption short, clear, and upbeat (under 50 words). Tag Kroger Health's LinkedIn as "hosted by," include dates and location, and add a call to action to encourage others to join you.

Hashtag Use

#NourishingChange

Always incorporate #NourishingChange in your posts to help connect the broader conversation.

Call to Action

NourishingChange.com

Encourage followers to learn more at www.nourishingchange.com.

Timing

Weekdays 9 AM – 5 PM

Post on LinkedIn on weekdays between 9 AM and 5 PM, with the best engagement times being 10 AM to 12 PM on Tuesdays or Wednesdays.

3+ months out: Tease the event and share participation excitement.

2 months out: Highlight sessions, giveaways, panels, and invite followers to connect.

1 month out: Post weekly with countdowns.

2 weeks out: Post every few days with details like booth location and speaking engagements.

Week of the event: Post daily with any last-minute updates, including insights gained or discussed. These posts should be longer and include bullet points highlighting key discussions.

Images

Use the Provided Assets

Pair your message with one of the provided social images to help spread the word.

Image Options



Caption Examples

Example 1

Join us at Nourishing Change, hosted by [@KrogerHealth](#) at the Hard Rock Casino in Cincinnati, May 13-15! As a sponsor, we're excited to support discussions on the future of healthcare. Let's come together to inspire change and elevate the standards of holistic nutrition-care solutions. [#NourishingChange](#)

Example 2

We are excited to be a sponsor at Nourishing Change, hosted by [@KrogerHealth](#) at the Hard Rock Casino in Cincinnati, May 13-15! We look forward to connecting with industry leaders to foster partnerships and drive healthcare innovation. Join us to explore holistic nutrition-care solutions! [#NourishingChange](#)



More to Come

As we get closer to the conference, more assets will be released to help make promoting your participation even easier!