



WP'26 | Social Media & Advocacy



**ACCESS
YOUR WP'26
SOCIAL MEDIA
TOOLS**

bit.ly/nsba-wp-digital

Share Key Insights: Highlight sessions or takeaways relevant to your brand and share them with your network.

Use Hashtags Strategically:

Although #s are no longer needed, amplify your posts using **#NSBA** and **#WP26**, as well as other relevant hashtags, like **#smallbusiness**, to engage a broader audience.

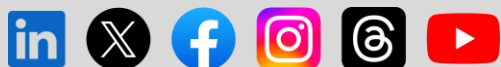
Tag Key Players: Mention

@NSBAAdvocate in every post related to WP'26, speakers, or other attendees to encourage and grow your visibility.

Also Tag: Your Member of Congress and Senators in posts related to your meetings on Capitol Hill. **Look their respective platform usernames up before you begin drafting your text!**

Show Behind-the-Scenes: Share your preparation or event experiences to build anticipation.

Follow-Up: Post-event, share what you learned and stay connected with attendees to continue the conversation.



Example LinkedIn Post

Excited to announce I'm attending the @National Small Business Association's (NSBA) annual fly-in - Washington Presentation! I'm looking forward to connecting with fellow Small-Business advocates, leaders of Congress, and the @White House and Administration, gaining new insights, and celebrating the future of the nation's most important economic community as part of WP26. See you on Capitol Hill, and follow our worthy cause!: bit.ly/nsba-wp-digital

Example X/Twitter Post

Proud to be attending @NSBAAdvocate's annual fly-in - Washington Presentation! Expanding my network in Washington, meeting industry peers, and advancing smart Small-Business policy for the nation's most important economic community are all at the top of my list, and there's plenty of Priority Issues we can get to work on. Let's get down to *Small* Business! Follow WP26 for live updates: bit.ly/nsba-wp-digital

Review Social Media Best Practices

Missed today's Digital Media panel session?

Review best practices for small business before you like, post, and share your leadership as part of WP'26!: bit.ly/nsba-wp-digital