



2023 WASHINGTON STATE NURSES CONVENTION

# Spread the word!



**As somebody with the ability to reach a large audience of registered nurses in Washington state, we’re asking for your help promoting the 2023 Washington State Nurses Convention from Wednesday, May 17 to Friday, May 19, 2023, at the Greater Tacoma Convention Center. Learn more at [wanursecon.org](http://wanursecon.org).**

Below, you’ll find sample posts, language and imagery for Facebook, LinkedIn, Twitter, Instagram and email newsletters. Please note the following:

- Use the hashtag **#wanursecon** in all social media posts.
- While the Washington State Nurses Association is hosting the event, the name of the event is the **Washington State Nurses Convention**. Please refer to the event as the **Washington State Nurses Convention** in all cases, not the “Washington State Nurses Association’s convention.”
- The convention has a [public Facebook page](#). In Facebook posts, please feel free to tag (different than hashtagging!) [@WashingtonStateNursesConvention](#) so we know you mentioned us and can potentially reshare your post (and say thank you!). *Note: there’s also a public [Facebook event](#) created for the convention, but we’d prefer it if you tagged the public page instead of the event in your posts.*

We look forward to seeing you in Tacoma! For more information about posting convention content to social media, please contact **Matt Vivion**, WSNA digital media specialist, at [mvivion@wsna.org](mailto:mvivion@wsna.org).



# Spread the word!

## Link posts for Facebook and LinkedIn

Below you'll find sample link posts for Facebook and LinkedIn. Please use the link to the registration page in your link post: [wanursecon.org/register](https://wanursecon.org/register). And remember to tag [@WashingtonStateNursesConvention](https://www.facebook.com/WashingtonStateNursesConvention) on Facebook and use the hashtag **#wanursecon** in all posts so we can find them to reshare and say thank you!

### Copy:

Get ready for three days of education, inspiration, and celebration at the [Washington State Nurses Convention](https://wanursecon.org/register) May 17-19, 2023, in Tacoma. An impressive lineup of speakers, a beautiful setting, and wonderful colleagues will refresh your spirits. Register now at [wanursecon.org/register](https://wanursecon.org/register) #wanursecon

### Example posts:

<p>Facebook link post:</p>	<p>LinkedIn link post:</p>
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## Link post on Twitter

Below you'll find a sample link post for Twitter (which still has a maximum character count of 280 characters in early 2023).

Are you a nurse in WA? Join nurses from around the state May 17-19 in Tacoma at the Washington State Nurses Convention! An impressive lineup of speakers, a beautiful setting, and wonderful colleagues will refresh your spirits. #wanursecon [wanursecon.org/register](https://wanursecon.org/register)

Example tweet:





# Spread the word!

## Image posts Facebook, Instagram, LinkedIn and Twitter

In addition to link posts, you're also welcome to help spread the word with image posts. [You'll find an assortment of images to use here](#) and sample post copy below. Please use the link to the registration page in your post: [wanursecon.org/register](http://wanursecon.org/register). That way people have a place to go next! And remember to tag [@WashingtonStateNursesConvention](#) on Facebook and use the hashtag #wanursecon in all posts so we can find them to reshare and say thank you!

### [DOWNLOAD IMAGES HERE](#)

#### Copy:

Are you a nurse in WA? Join nurses from around the state May 17-19 in Tacoma at the Washington State Nurses Convention! An impressive lineup of speakers, a beautiful setting, and wonderful colleagues will refresh your spirits. #wanursecon [wanursecon.org/register](http://wanursecon.org/register)

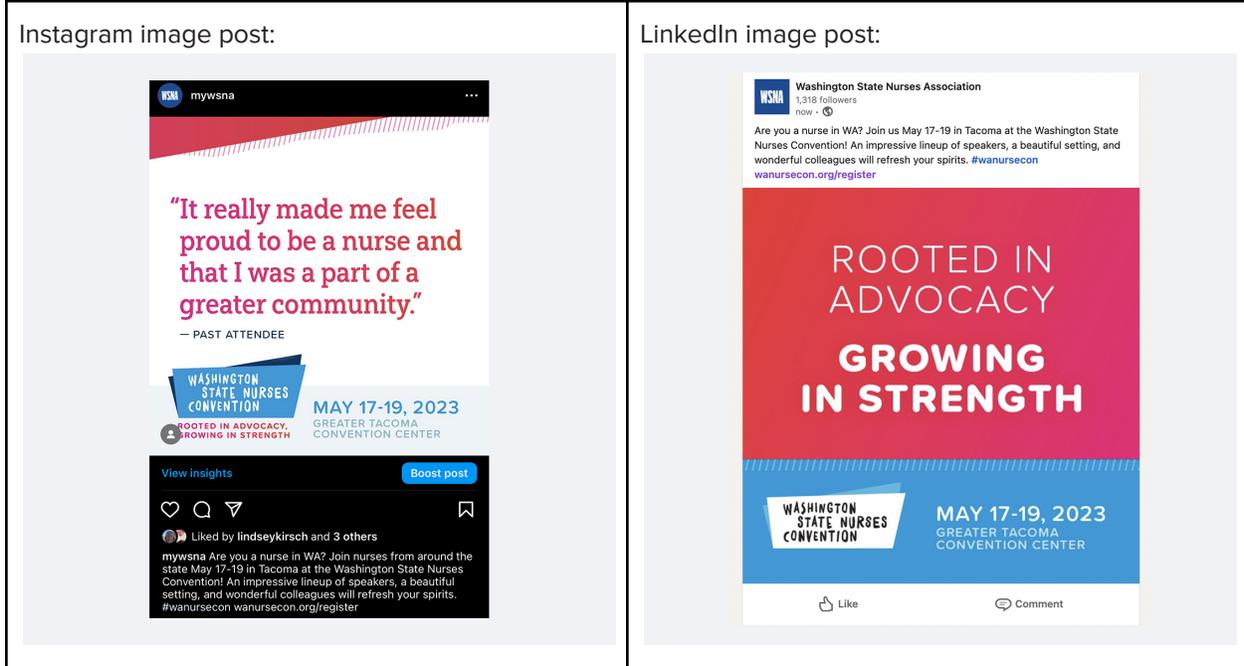
#### Example image posts (Facebook and Twitter):

<p>Facebook image post:</p>	<p>Twitter image post:</p>
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# Spread the word!

Example image posts (Instagram and LinkedIn):



## Email newsletter copy

In addition to posting content to your social media channels, you're also welcome to include content in any email newsletters that you send to your networks. Below you'll find some sample copy.

### Registration open for the 2023 Washington State Nurses Convention

Get ready for three days of education, inspiration, and celebration at the Washington State Nurses Convention May 17-19, 2023, in Tacoma.

This is the only statewide convention dedicated exclusively to nurses and the issues we face. An impressive lineup of speakers includes keynote Diana J. Mason, PhD, RN, FAAN, the programme director for the International Council of Nurses' Global Nursing Leadership Institute, a past president of the American Academy of Nursing, and former editor-in-chief of the American Journal of Nursing. Another keynote, Elsa Sjunneson, is an internationally published deafblind activist working to dismantle structural ableism.

Through engaging keynotes and spot-on breakout sessions you have the opportunity of earning up to 11 CNE.

Nurses are emerging from the pandemic more powerful than ever. At Convention we'll gather together in the modern, airy Greater Tacoma Convention Center to draw strength from each other, celebrate exceptional nurses, and have some fun!

Register now at [wanursecon.org/register](https://wanursecon.org/register)