



FALL SEMINAR SOCIAL MEDIA TOOLKIT (SPEAKER EDITION)

General Seminar Information:

[Buy, Sell or Hold: More Strategies for Success](#), is the M&A Seminar for Community Bankers in the Midwest.

Whether you plan to buy or sell a bank, or hold onto the bank you've got, no banker can afford to be uninformed about the trends and developments taking place in the mergers and acquisitions arena. Unsolicited offers can come and unique opportunities can appear when you aren't expecting them. You owe it to yourself, your shareholders, your staff, and your customers to be prepared.

IN ORDER TO ASSIST YOU IN SHARING ABOUT OUR SEMINAR ON SOCIAL MEDIA, WE HAVE CREATED THIS TOOLKIT WITH SAMPLE POSTINGS/TWEETS FOR YOU TO SHARE THROUGH YOUR RESPECTIVE CHANNELS (LINKEDIN, TWITTER, FACEBOOK, ETC.). IF YOU DO SHARE ANY OF THESE, PLEASE FEEL FREE TO TAILOR THE LANGUAGE TO BETTER SUIT YOUR AUDIENCE. ALSO IF YOU COULD SEND AN EMAIL TO KELLY@THEBHCA.ORG WHEN YOU POST/TWEET, SHE'LL BE SURE TO SHARE OR RETWEET YOU.

THANK YOU IN ADVANCE FOR ALL YOUR HELP IN SPREADING THE WORD ABOUT THIS SEMINAR.

Sample Posts

1. I will be presenting at the upcoming #BHCA M&A Seminar - Oct. 1-2 - at the Hyatt Regency, Bloomington-Minneapolis. Register today and be sure to say hi to me. thebhca.org/Seminar/2018Fall #BuySellorHold2018
2. I am thrilled to be presenting at the upcoming M&A Seminar for Community Bankers, hosted by the #BHCA. It takes place Oct. 1-2, at the Hyatt Regency, Bloomington-Minneapolis. Register today and be sure to say hi to me. www.thebhca.org/Seminar/2018Fall #BuySellorHold2018
3. In October, I will be presenting at the upcoming #BHCA Fall Seminar, focusing on community bank M&A. Featuring experts with vast experience in bank deals. More details can be found at www.thebhca.org/Seminar/2018Fall #BuySellorHold2018
4. I will be presenting at the #BHCA #BuySellorHold2018: More Strategies for Success seminar happening October 1-2. Will you join me at that event? Register today at: www.thebhca.org/Seminar/2018Fall

Sample Tweets

1. I will be presenting at the #BHCA Fall Seminar (Oct. 1-2) focusing on community bank M&A. Register today and be sure to say hi to me. www.thebhca.org/Seminar/2018Fall #BuySellorHold2018
2. I will be a presenter at the #BHCA #BuySellorHold2018: More Strategies for Success seminar, happening Oct. 1-2, in MPLS. Will you be there? www.thebhca.org/Seminar/2018Fall #BuySellorHold2018

Key Information:

1. Seminar Dates: Oct. 1-2, 2018
2. Location: Hyatt Regency Bloomington-Minneapolis
3. Hashtag to use: #BuySellorHold2018
4. Email KELLY@THEBHCA.ORG or call 800-813-4754 if you have any questions.

BHCA Platforms:

1. facebook.com/thebhca
2. [Twitter.com/theBHCA](https://twitter.com/theBHCA)
3. [Linkedin.com/company/thebhca](https://linkedin.com/company/thebhca)
4. Website: <http://www.thebhca.org/Seminar/2018Fall>