



# FALL SEMINAR SOCIAL MEDIA TOOLKIT (SPONSOR EDITION)

## General Seminar Information:

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

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](mailto: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 LinkedIn/Facebook Posts

1. We are a sponsor at the upcoming #BHCA M&A Seminar for Community Bankers - Oct. 1-2, 2018 at the Hyatt Regency, Bloomington-Minneapolis. We would love to see you there! Register today and be sure to say hi to us. <http://www.thebhca.org/Seminar/2018Fall> #BuySellorHold2018

2. We are thrilled to be a sponsor at the upcoming M&A Seminar for Community Bankers, hosted by the #BHCA. It takes place Oct. 1-2, 2018 at the Hyatt Regency, Bloomington-Minneapolis. We would love to see you there! Register today and be sure to say hi to us. <http://www.thebhca.org/Seminar/2018Fall> #BuySellorHold2018

3. We are excited to be a sponsor at the upcoming #BHCA Fall Seminar focusing on community bank M&A. Featuring expert attorneys, accountants, and consultants with vast experience in community bank M&A. More details can be found at <http://www.thebhca.org/Seminar/2018Fall> #BuySellorHold2018

4. We are a sponsor at the #BHCA Buy, Sell or Hold: More Strategies for Success seminar happening October 1-2, 2018. Will you be there? <http://www.thebhca.org/Seminar/2018Fall> #BuySellorHold2018

## Sample Tweets

1. We are a sponsor at the #BHCA Fall Seminar, happening Oct. 1-2, 2018 focusing on Community Bank M&A topics. Register today and be sure to say hi to us. <http://www.thebhca.org/Seminar/2018Fall> #BuySellorHold2018

2. We are a sponsor at the #BHCA #BuySellorHold2018 seminar, Oct. 1-2. Will you be there? <http://www.thebhca.org/Seminar/2018Fall>

## 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](mailto:Kelly@theBHCA.org) or call 800-813-4754 if you have any questions.

## BHCA Platforms:

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