



Contact:  
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## **Learning in the 21<sup>st</sup> Century A Restorative Vision IIRP's World Conference**

**Social media** can be a great way to distribute news and information about the IIRP's World Conference to your network of friends and colleagues.

The model we try to follow is to post something about the conference every other week in the months before and then weekly in the final month leading up to the conference. We encourage presenters and our partners to post about the sessions they are presenting to help build interest, and also to do general posts about the conference to help grow interest in the field of restorative practices.

### **IIRP's Social Media Accounts: (Please connect with us!)**

Twitter: <https://twitter.com/iirpgradschool>

Facebook: <https://www.facebook.com/RestorativePractices/>

Instagram: [https://www.instagram.com/restoring\\_community/](https://www.instagram.com/restoring_community/)

YouTube: <https://www.youtube.com/user/IIRPdotORG>

Bethlehem 2017 Conference website: <https://pa2017.iirp.edu/>

### **Some dates to keep in mind when thinking about timing of social media posts:**

The deadline for early registration is **September 12**. Promote the deadline:

- a month before on **August 12**.
- a week before on **September 5**.
- and a final reminder **a couple days before September 12**.

Also, it is a good idea to announce on **September 23** that the conference is just one month away.

Below are some ideas for social media posts to help get you started.



**Sample social media posts: (Note: Please feel free to modify these posts as you see fit.)**

Short posts for Twitter, Facebook, LinkedIn

- I am \*excited/proud/happy\* to be presenting on \*Your session title/ topic\* at the 23rd IIRP World Conference in Bethlehem, Pa., Oct 23-25, 2017. [Link to your session or bio on conference webpage]

Early registration ends Sept 12. I hope to see you there!

- Share our featured presenter page for the conference. They all can be found here: <https://pa2017.iirp.edu/featured-speakers/> You can also choose the page of another featured presenter to share.

- In the months preceding the conference, IIRP will be writing a series of articles highlighting the conference, it's topics and presenters. These are great pieces to share as promotion for the conference. They can be found at <http://www.iirp.edu/news>

Sample Longer post for Facebook, LinkedIn, etc.

- I'll be presenting on \*Session title/ topic\* at the 23<sup>rd</sup> IIRP World Conference, Learning in the 21<sup>st</sup> Century A Restorative Vision, in Bethlehem, Pa., USA October 23-25, 2017. I'm looking forward to connecting with people in the field and also to learn from many great presenters. [link to conference session]

- Share excerpts of news articles IIRP staff will write in the months preceding the conference, which can be found at <http://www.iirp.edu/news>

**Hashtags to consider using in your social media posts:**

#iirp2017

#iirp

#restorativepractices

#restoringcommunity

#learninginthe21stcentury



## Sample Email to Colleagues

Dear Colleague --

I wanted to let you know about a great conference on restorative practices taking place in Bethlehem, Pennsylvania, USA, this October 23-25, 2017. The [International Institute for Restorative Practices](#) (IIRP) Graduate School organizes an annual conference that brings together leading practitioners and scholars from across globe.

This year's theme is "[Learning in the 21st Century: A Restorative Vision](#)," which will bring a special focus on emerging ideas, leaders and visions for the future of learning. There will also be many sessions about applications of restorative practices in schools, justice and communities. [You may want to tailor this to your field or the person you are writing to.]

Additionally, I am presenting at the conference on the topic of \*...\* on \*DAY, TIME.\*

The conference is a great opportunity to learn, network with restorative practitioners, make new friends and connect with old ones. I hope you'll join me.

Sincerely,

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