Increasing Bank Street's Presence at Conferences: Attendee Tip Sheet

As a community, we are working to build on our social media presence at conferences and other events in order to support social media engagement as well as strengthen recruitment and networking efforts at the conferences themselves.

If you are attending or presenting at a conference:

- Complete **this form** as far in advance as possible with details about your conference.
  - The form will also be available on the **Faculty & Staff Resources page**.
  - Communications or GSE Admissions can then post on Bank Street's social media accounts and encourage alumni, prospective students, or other community members to find you/attend your presentation.
- Post on your own social media accounts about your experience at the conference.
  - Tag the conference handle (e.g., @NAEYC) and include conference hashtags (e.g., #naeycAC) and/or the handles of any keynote speakers or session leaders, if they exist.
  - Tag @bankstreetedu and use #BankStreet in your post.
  - For more information about what to include on social media posts, check the conference materials.
  - If you have any questions about social media use, contact Emily Campisano at **ecampisano@bankstreet.edu** and Rachel Reda at **rreda@bankstreet.edu** or Pamela Guarrera at **pguarrera@bankstreet.edu**.
- Include Bank Street on your nametag so you are easily identifiable for alumni or prospective students.

If you are a Graduate School faculty or staff member, please follow the same steps as above but also consider:

- Checking with the GSE Admissions team at **gradadmissions@bankstreet.edu** about any admissions materials and swag that may be available to share at the conference.
- Contacting the Alumni Relations Office at **alumni@bankstreet.edu** to organize a small gathering with Graduate School alumni.

Bank Street Social Media Handles

@bankstreetedu @bankstreetcollege @bankstreetgse @Bank Street College of Education

Hashtag: **#BankStreet**

Example Tweets:

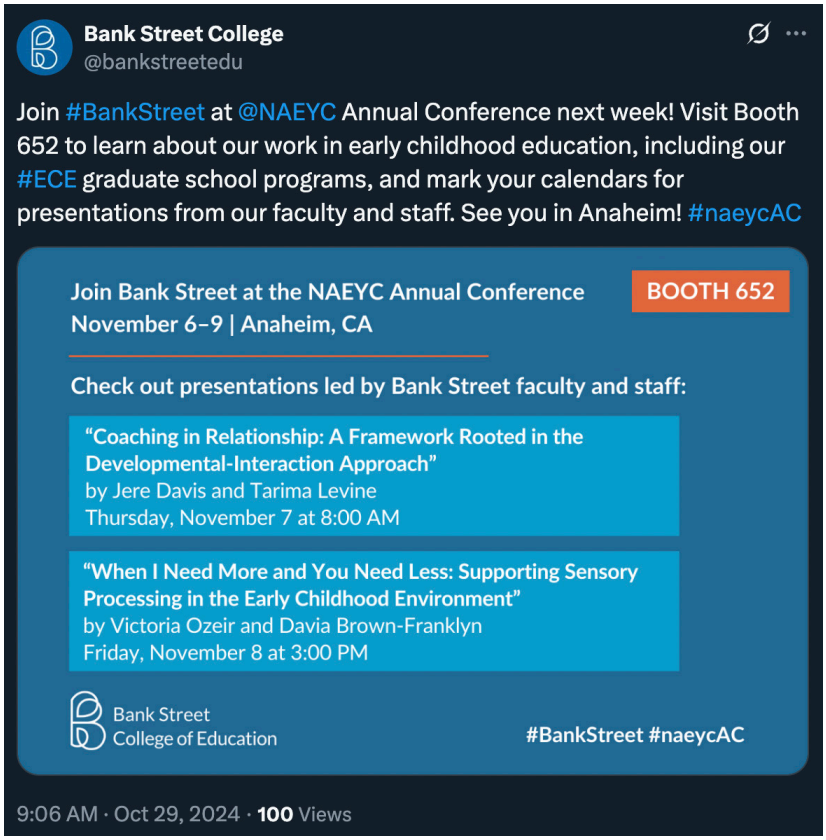
American Educational Research Association (AERA) Annual Meeting

In the two examples below, @AERA_EdResearch is the host organization and #AERA2025 is the official hashtag of the conference.

- Attending #AERA2025? @bankstreetedu faculty and staff will present our research on #EdLeadership, #EarlyEd, #EdEquity, #TeacherPrep, and more. Looking forward to joining other professionals and learning about the latest #edresearch @AERA_EdResearch #BankStreet
- Excited to be part of #AERA2025 with colleagues from @bankstreetedu to learn about the latest #edresearch and connect with other professionals in the field of #education @AERA_EdResearch #BankStreet

Other Recent Examples:

National Association for the Education of Young Children (NAEYC) Annual Conference



National Head Start Association Conference

