



SNAP E&T National Forum Speaker Promotion: Sample LinkedIn Captions

Sample Caption 1: I will be speaking at the 2024 SNAP Employment & Training National Forum this October! The National Forum’s theme is “Momentum”, highlighting FNS’ goal of building on SNAP E&T’s strong foundation and continuing to strengthen and reimagine the program into the future. #SNAPET2024

Sample Caption 2: I will be speaking at the 2024 SNAP Employment & Training National Forum this October! Me and other speakers will be presenting on themes like advancing equity, empowering the voices of clients and customers, strategic partnerships for sustainable growth, and more! #SNAPET2024

Notes on Captions:

- Please use the National Forum hashtag, #SNAPET2024, in your post.
- SNAP E&T does not have a LinkedIn page, if you would like to tag an account, please tag [USDA](#).
- Feel free to use the suggested captions as a starting point, and tailor them to sound like you! If you would like, you can add a sentence or two about your presentation.

Graphic Instructions

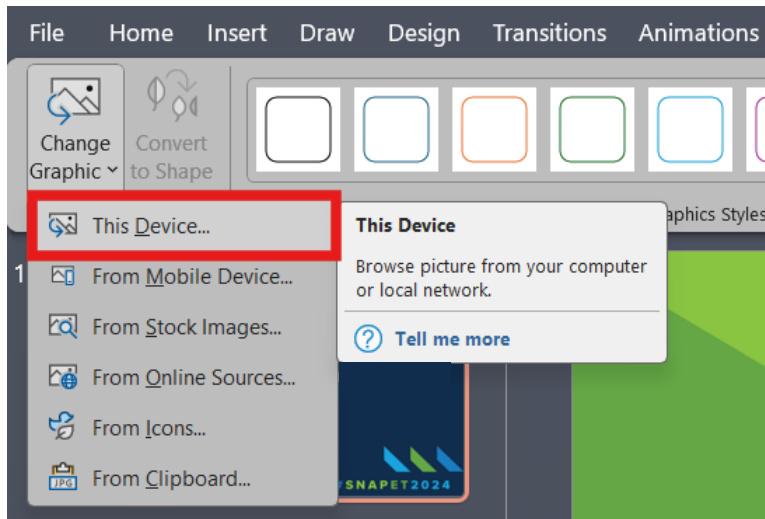
There are customizable and non-customizable graphics. Please use whichever graphic you are most comfortable with.

The JPG files are not customizable. This graphic can be added to your post and shared as-is.

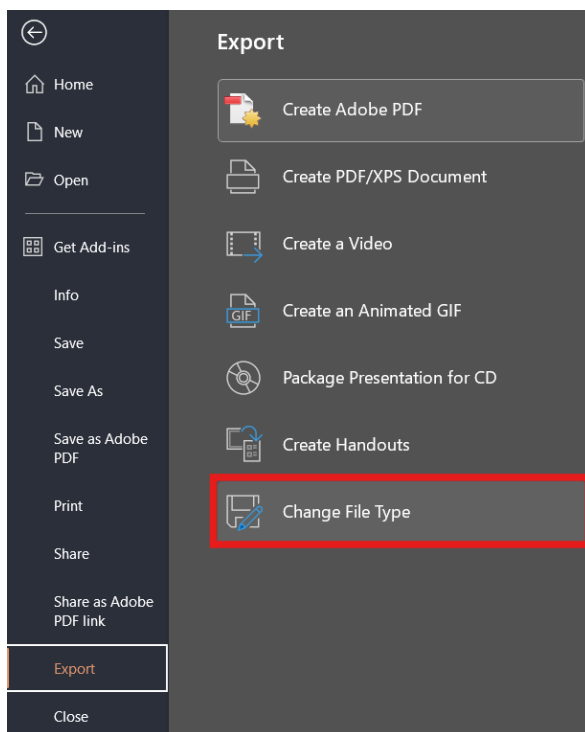
The PPT files can be customized with your headshot and topic you are speaking on (depending on which version you choose to use). Instructions for customization are below.

1. Open the PPT file. Make sure the headshot you would like to insert is saved on your computer.
2. Double click on the text box that says, “Topic Here!”
 - a. *Note:* There are two versions of the customizable template. One includes customizable text, and one does not. Please ensure you open the version you would like to use.
3. Add a few words on the topic you are presenting on. This can be your session title, a brief description or a few key words.
 - a. It is recommended to keep the description to under 10 words so the text fits comfortably on the graphic.
 - b. Do not change the font or size of the text. The font is Avenir Next LT Pro Demi and the font size is 36.
4. Click on the placeholder image (mountains icon with text, “Insert Headshot Here”).

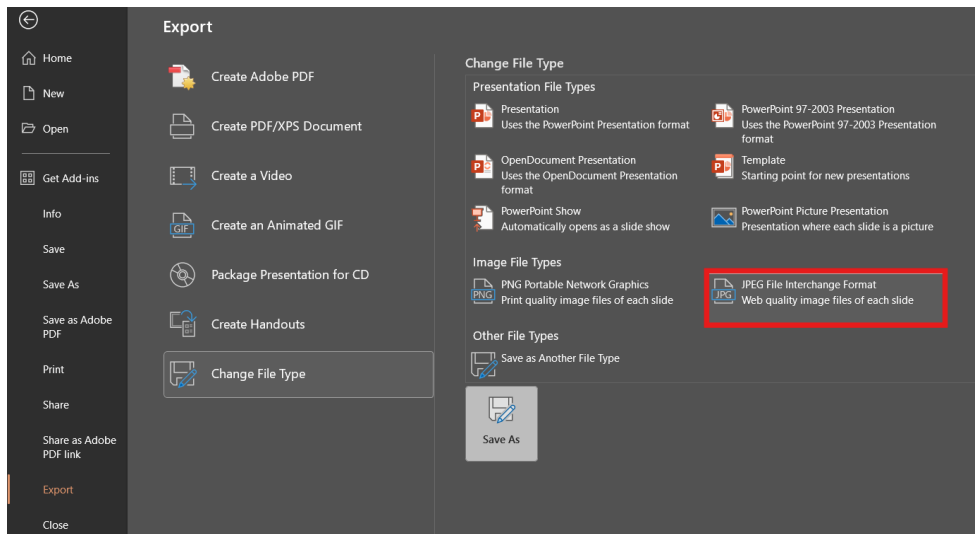
5. In the menu bar, navigate to “Graphics Format”.
6. On the right, click on “Change Graphic” and then click, “From This Device”.



7. Locate your headshot from your computer files and click “Insert”.
 - a. Note: This graphic is designed for headshots with a 1:1 ratio, or square shape. If your headshot is in landscape or portrait style, we recommend resizing it prior to using this template.
8. Export the PPT slide as a JPG so you are able to post it on LinkedIn.
 - a. Navigate to File>Export.
 - b. Select, “Change File Type”.



- c. Select “JPEG” and then click “Save As”.



d. Save the image on your computer.