Digital Engagement Toolkit

#APATX18
The 2018 Texas Chapter State Planning Conference and Short Course for Planning Commissioners and Local Officials (APATX18) is in Galveston, Texas from October 17-19, 2018. APATX18 is anticipated to be the largest gathering of citizen and professional planners in APATX’s history.

Come join us in Galveston for APATX18 as we explore innovative concepts towards tackling preparation, recovery, revitalization, and resiliency at historic proportions. We will engage in exciting events and activities such as mobile workshops, facilitated discussions, and special receptions.

#APATX18
www.APATX18.com
These resources are designed to boost the engagement level for the State Conference (APATX18) and for APATX.

We want to coordinate our interactions and conversations so that we can be more effective in how and what we communicate.

Providing current technologies and pursuing engagement efforts in our Chapter is important to our members and to our leadership team. You can help by participating and showing engagement leadership.
Hashtag: #APATX18

Utilize hashtags in social media posts (ex. Twitter, Facebook, Instagram, etc.) so that you and other social media users can follow all of the posts that have the same hashtag. Think of them like conversation keywords!

Want to know what’s going on at APATX18? Click the #APATX18 hashtag in someone’s post or search for it, then explore all of the posts that come up!
Conference Sessions

• Plenary
• Luncheons
• Special Events & Receptions
• Mobile Workshops
• Topic Sessions

We will be looking for things to share and retweet so be sure to use the #APATX18 hashtag! We will create share graphics of speaker quotes from plenary and topic sessions to be.

Exhibit Hall

• #APATX18 Engagement Booth
• Exhibitors Competing for Best Booth/Table Awards

If you have a booth or table in the Exhibit Hall, get ready for our special Facebook Live tour on 10/18 beginning at 5:30pm!
ENGAGE

• Tag your posts with #APATX18

• Submit a guest post for the APATX18 blog

We’ll be checking the #APATX18 hashtag for content to like, share, and retweet. Have a post or engagement asset for the APATX18 Digital Hub? Email us at APATX18@gmail.com or DM on Twitter (@txplanning).
Have an idea? Let’s try it temporarily to see how it could look. #APATX18

When in doubt, leave it out. #APATX18

First why, then how, THEN what. #APATX18

The best ethical tool you can have is six months of salary saved up. #APATX18

Action without vision is a nightmare, and vision without action is a daydream. #APATX18
FOLLOW
@TXPLANNING SOCIAL MEDIA
CHECK THE #APATX18 HASHTAG
VISIT THE APATX18 DIGITAL HUB AT WWW.APATX18.COM

TWITTER OR EMAIL
DIRECT MESSAGE OR TAG @TXPLANNING ON TWITTER
OR
EMAIL US AT APATX18@GMAIL.COM

IN PERSON
VISIT THE ENGAGEMENT BOOTH IN THE EXHIBIT HALL
PARTicipate in the EXHIBIT HALL POSTER SESSIONS