



## Social Media Toolkit

Below are example posts and possible language you and/or your firm can use to share your exhibition, attendance or both at the 2025 Northland “How To” Conference on social media. Consider sharing a graphic with your logo, an image of your team and/or booth at a previous Northland “How To” Conference, as a combination of these or something similar will catch the viewer’s eye and encourage them to attend the Conference as well.

Be sure to tag and/or hashtag ATSSA and other associated accounts in your posts to help boost exposure.

### Exhibitors

*For use on Facebook, Instagram and LinkedIn*

#### Individual

I’m excited to join @[insert your firm tag here] at the 2025 Northland ATSSA Chapter “How To” Conference, March 17-19, in Fargo, ND! We’ll be showcasing some great roadway safety products and seeing what other advancements our fellow industry members have to offer. Be sure to stop by booth [your booth number] and say hello! Visit [ATSSA.com/NLHowTo2025](https://ATSSA.com/NLHowTo2025) for more info. #SaferRoadsSaveLives #Northland2025

#### Firm

@[insert your firm tag here] is excited to be exhibiting at the 2025 Northland ATSSA Chapter “How To” Conference, March 17-19, in Fargo, ND! We look forward to sharing our safety technology [this could be anything or regarding what your firm is exhibiting] and helping to advance roadway safety. Visit us at booth [your booth number] and head to [ATSSA.com/NLHowTo2025](https://ATSSA.com/NLHowTo2025) to learn more. #Northland2025 #SaferRoadsSaveLives

*For use on X/Twitter (Note: posts should be 280 characters or less, including spaces)*

#### Individual

I’m excited to join @[insert your firm tag here] at the 2025 Northland ATSSA Chapter “How To” Conference, March 17-19, in Fargo, ND! We’ll showcase some new roadway safety advancements at booth [your booth number]. Say hello! #SaferRoadsSaveLives #Northland2025

#### Firm

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## Exhibitor Graphic



## Attendees

*For use on Facebook, Instagram and LinkedIn*

### Individual

Join me March 17-19, 2025, at the Northland ATSSA Chapter "How To" Conference in Fargo, ND! I'll be attending and helping solve real-world roadway safety issues and enjoying the variety of exhibits and informational workshops. Visit [ATSSA.com/NLHowTo25](https://ATSSA.com/NLHowTo25) to register and I'll see you in Fargo! #Northland2025 #SaferRoadsSaveLives

### Firm/Company

Join @[insert your firm here] March 17-19, 2025, at the Northland ATSSA Chapter "How To" Conference in Fargo, ND! We'll be helping solve real-world roadway safety issues and checking out some of the latest advances in roadway safety tech. Visit [ATSSA.com/NLHowTo25](https://ATSSA.com/NLHowTo25) to register and we'll see you in Fargo! #Northland2025 #SaferRoadsSaveLives

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Attendee Graphic



**2025 Attendee**

**Northland  
"How To"  
Conference**

March 17-19  
Delta Marriott  
Fargo, N.D.

**ATSSA**  
Northland Chapter

Join me, register now! ➤

[ATSSA.com/NLHowTo2025](https://ATSSA.com/NLHowTo2025)