Canadian Research Knowledge Network

Réseau canadien de documentation pour la recherche

Trousse d'outils de diffusion

Amplification Toolkit

Thank you for joining the CRKN Virtual Conference!

We're thrilled to have you as a presenter.

The CRKN Virtual Conference is an annual multi-day event that brings together colleagues from across the library and documentary heritage sectors for learning, cross-sectoral knowledge sharing, and thought-provoking conversations.

This toolkit outlines simple ways we can work together to promote your session. The conference is a valuable opportunity to share current projects and milestones, and it also provides professional visibility for our speakers. All of the suggestions in this toolkit are completely **optional**—no pressure!

We want to showcase you and the important topic you're presenting. One of the best ways to do that is through strategic amplification—before, during, and after your session. Not only does this help grow your professional network, but it also helps CRKN highlight the outstanding lineup of speakers and sessions at this year's event.

Let's get the word out—together!

Amplify Your Session & the CRKN Virtual Conference

By sharing your involvement in the CRKN Virtual Conference, you not only increase visibility for your own work, but also help us spotlight the collective impact of the Canadian research, library and documentary heritage communities.

On the following pages you will find a few simple ways to promote your session.

Before
YOUR SESSION

01 **Share with Your Network**
Whether it's on **LinkedIn**, via **email**, in a **newsletter**, a regular **group chat**, or another platform—share your session in whatever way you typically engage with your professional network. Let them know what you'll be speaking about and why it matters.

02 **Add a Visual (We've Got a Template!)**
To make your post stand out, we recommend including an image. In the following pages, you'll find a customizable Canva template that you're welcome to use, where you can add your headshot and session details.

Before
YOUR SESSION

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03 **Don't Forget to Tag!**
- Tag @CRKN_RCDR so we can **engage** with and **re-share** your post
- Tag your organization or institution
- Use our event hashtag: #CRKNVirtualConference

04 **Share a Few Details**
Consider including any of the following in your post:
- Your bio or session title
- What excites you about your topic
- A takeaway or key question your session will explore

Every post helps us build excitement and highlight the incredible lineup of speakers. Let's work together to make this conference shine!

Before
YOUR SESSION

05

Interested in writing a blog post?
Sharing a short, informal blog post ahead of the conference is a great way to build excitement for your session. A post can give attendees a preview of your topic, spark curiosity, and lead to more meaningful engagement—both in the chat and during the Q&A.

Posts can be brief (500 words or less) and focus on one aspect of your broader subject area. Whether it's a compelling insight, a surprising trend, or a personal perspective, your post can help attendees connect with your work and encourage them to register.

Your post will be published on the CRKN Blog and promoted through our channels in the lead-up to the event.

Interested? Let us know!

Social media post
TEMPLATES

Standard Social Media Templates

We've created two ready-to-use templates—one for Instagram and one for LinkedIn/Facebook/Bluesky—using conference colours and key event details. No customization is required. To download, simply click the image and the link will open.

Social media post TEMPLATES
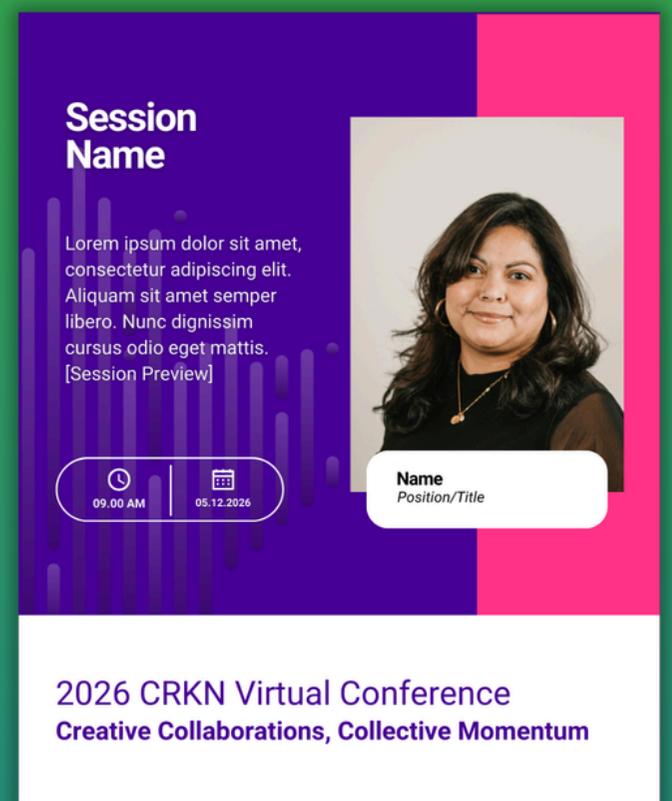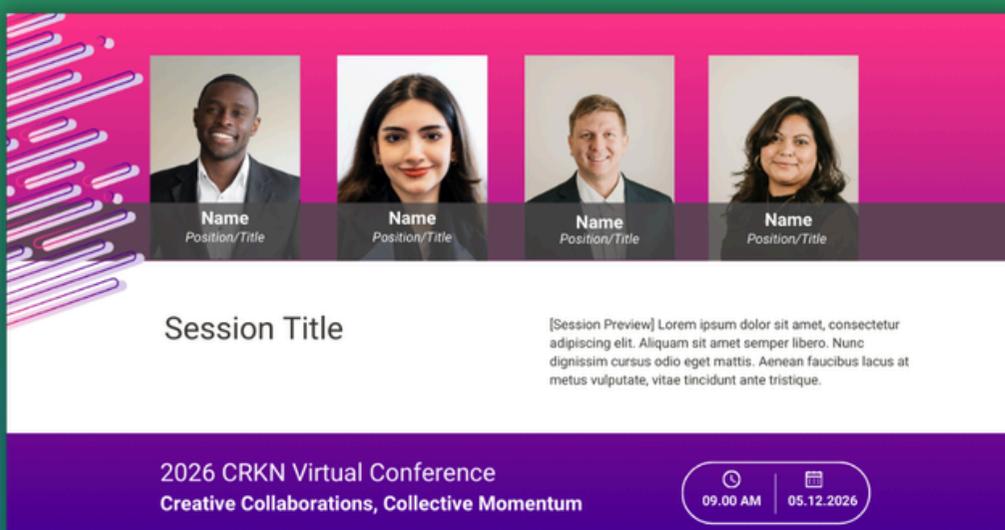
Customizable Canva Templates
For those who'd like to personalize their post, we've created customizable Canva templates for solo and panel speakers. A free Canva account is all that's needed to edit the templates.

How to Duplicate & Edit the Template
1. Click the Canva template link provided (buttons below).
2. Log in or create a free Canva account if prompted.
3. Click Use template to create your own copy.
4. Edit the text and images as needed, then download the final graphic as a PNG to post on social media.

Horizontal Social Media Template

Instagram Template

Session Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sit amet semper libero. Nunc dignissim cursus odio eget mattis. [Session Preview]

09.00 AM | 05.12.2026

Name
Position/Title

2026 CRKN Virtual Conference
Creative Collaborations, Collective Momentum

Name Position/Title
Name Position/Title
Name Position/Title
Name Position/Title

Session Title

[Session Preview] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sit amet semper libero. Nunc dignissim cursus odio eget mattis. Aenean faucibus lacus at metus vulputate, vitae tincidunt ante tristique.

2026 CRKN Virtual Conference
Creative Collaborations, Collective Momentum

09.00 AM | 05.12.2026

During
YOUR SESSION

Let the audience know how they can learn more about your project, or how they can connect with you

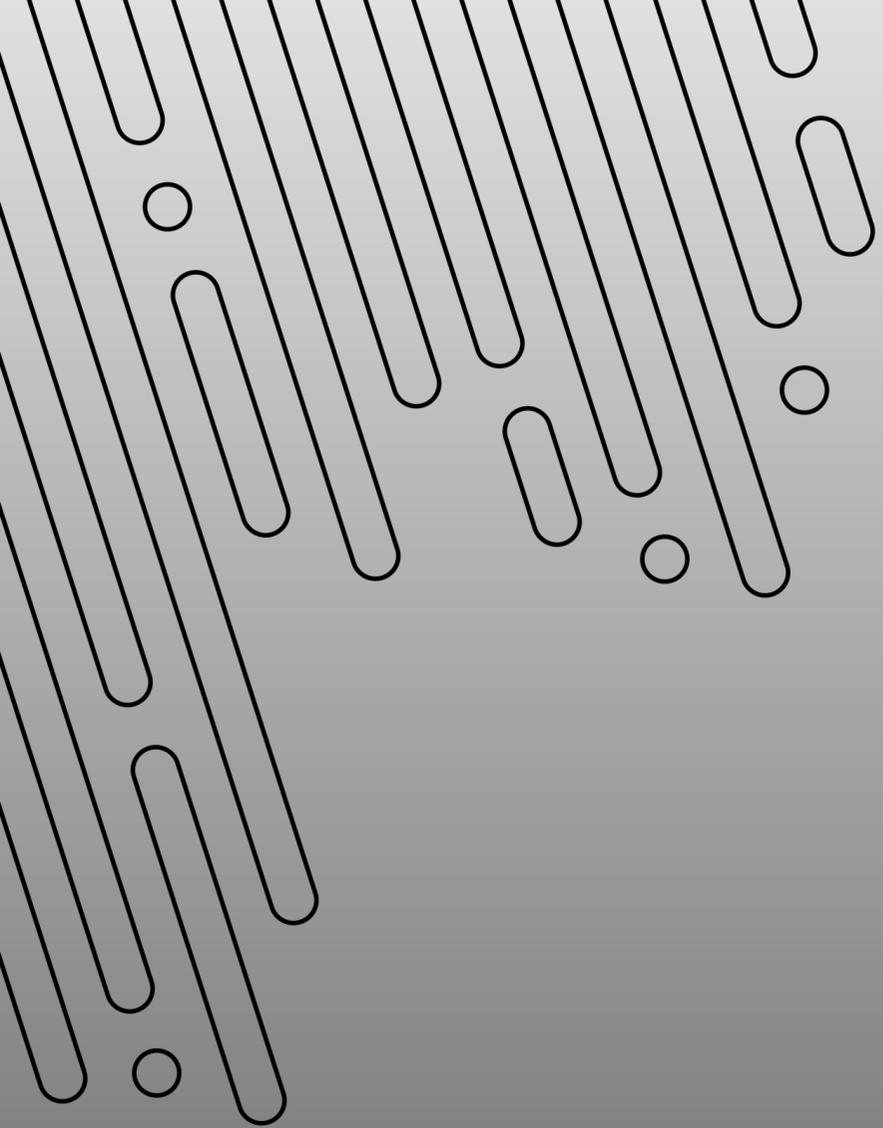Grow your professional network and invite future collaboration

After YOUR SESSION

Make a post about the conference, share your takeaways, and showcase your presentation!

The conference is recorded* and recordings will be released on the CRKN social media channels

*unless presenters request otherwise

Thank you for collaborating with CRKN! We look forward to this year's conference.

CRKN
RCDR