



Social Media – Sample Post Copy

Below you'll find sample social media post copy for major platforms (Facebook, LinkedIn and X) as well as recommendations around post scheduling and cadence. All content can be tailored to fit your account's voice and audience. This content can be paired with the social graphics also available in the toolkit or your own graphics created using the Annual Conference & Marketplace branding or photos.

You are welcome to tag NAPEO in your posts or promote our posts. Here are our handles:

- Facebook: @NAPEO
- LinkedIn: NAPEO - The National Association of Professional Employer Organizations
- X: @NAPEO
- Instagram: @NAPEO_HR

Recommended Scheduling: Before the Annual Conference (August 1st – September 15th)

Theme: We'll Be There

Facebook & LinkedIn Copy: [COMPANY NAME] is heading to NAPEO's Annual Conference & Marketplace! Our team will be in Marco Island September 16-18 to connect with industry leaders and dive into the trends shaping the future of the PEO industry.

Attending? Let's connect! <https://napeo.org/events/events-calendar/napeos-2026-annual-conference-marketplace/> #PEO #SmallBusiness

X Copy (280 Characters or Less): [COMPANY NAME] is heading to #NAPEO26! Our team will be in Marco Island September 16-18 for NAPEO's Annual Conference & Marketplace. Attending? Let's connect! <https://napeo.org/events/events-calendar/napeos-2026-annual-conference-marketplace/> #PEO

Theme: The Marketplace

Facebook & LinkedIn Copy: Looking for your next great partner? #NAPEO26 is bringing together a comprehensive trade show of service providers and solutions built for the PEO industry, all under one roof and steps from the beach.

Visit [COMPANY NAME] at booth [#] September 16-18 in Marco Island, FL! #PEO #Marketplace



X Copy (280 Characters or Less): Looking for your next great partner? The Marketplace at #NAPEO26 brings the industry's top service providers and solutions together under one roof. Visit us at booth [#] September 16-18 in Marco Island, FL!

Recommended Scheduling: During the Annual Conference (September 16th – 18th)

Theme: Live from the Conference — Greetings

Facebook & LinkedIn Copy: Greetings from Marco Island! [COMPANY NAME] is on site at #NAPEO26, soaking up insights from industry leaders and connecting with peers from across the country. [Share a takeaway or photo from a session or the Marketplace here.] #PEO

X Copy (280 Characters or Less): Greetings from Marco Island! [COMPANY NAME] is on site at #NAPEO26. [Share a takeaway or photo here.] #PEO

Theme: Live from the Conference — Session Takeaway

Facebook & LinkedIn Copy: One of our favorite parts of #NAPEO26 so far: [session name or topic]. [Insert 1-2 sentence takeaway — e.g. a stat, quote or insight from the speaker.]

It's conversations like these that keep our industry moving forward. #PEO
#ProfessionalDevelopment

X Copy (280 Characters or Less): One of our favorite moments at #NAPEO26 so far: [session name or topic]. [Insert one-sentence takeaway.] #PEO

Theme: Live from the Conference — Marketplace

Facebook & LinkedIn Copy: The Marketplace at #NAPEO26 is buzzing! Our team is enjoying seeing so many familiar faces and making new connections here. Stop by booth [#] to say hello — we'd love to talk about how we can work together.

#PEO #Marketplace

X Copy (280 Characters or Less): The Marketplace at #NAPEO26 is buzzing! Stop by booth [#] and say hello! #PEO



Theme: Live from the Conference — Team Spotlight

Facebook & LinkedIn Copy: The best industry in the world. Our team is having a great time at #NAPEO26 in Marco Island — [tag team members here] are representing [COMPANY NAME] all week, learning from the industry's best and building relationships that last.

[Add team photo] #PEO #TeamWork

X Copy (280 Characters or Less): The best industry in the world. Our team is having a great time at #NAPEO26 in Marco Island! [Add team photo] #PEO

Recommended Scheduling: After the Annual Conference (After September 18th)

Theme: Conference Wrap-Up

Facebook & LinkedIn Copy: That's a wrap on #NAPEO26! Thank you to NAPEO and everyone who made this year's Annual Conference & Marketplace one to remember. Our team is heading home with new insights, new connections and plenty of inspiration for the year ahead.

See you next year! #PEO #SmallBusiness

X Copy (280 Characters or Less): That's a wrap on #NAPEO26! Thank you to @NAPEO and everyone who made this year's Annual Conference & Marketplace one to remember. See you next year! #PEO