



PRIA 2025 Annual Conference

Marketing & Communications Toolkit

Purpose

This toolkit is designed to assist you in sharing information about the 2025 PRIA Annual Conference across various social media platforms, ensuring consistent and engaging messaging.

Event Details

- **Dates:** August 26-28, 2025
- **Location:** Marriott Tacoma Downtown in Tacoma, WA
- **Registration Deadlines:**
 - *Early Bird:* April 30, 2025 – July 15, 2025
 - *Regular:* July 16, 2025 – July 31, 2025
 - *Late/Onsite:* August 1, 2025, onwards

Social Media Overview

1. **Connect with PRIA:** If you haven't yet done so, like us on Facebook at [Property Records Industry Association](#), and follow us on Twitter/X at [@PRIAus](#), and LinkedIn at [Property Records Industry Association](#).
 - **Facebook:** Property Records Industry Association
 - **X (formerly Twitter):** @PRIAus
 - **LinkedIn:** Property Records Industry Association
2. **Be sure to tag us** in your posts by using the handles mentioned above. This helps us see your posts so we can “like” and share them!
3. **Use the official hashtag #PRIAAC25:** This hashtag enables PRIA, your colleagues, and the media to follow the social media conversation around the conference.
4. **Share PRIA posts.** Adding your own thoughts to existing posts is an easy way to share your experience. Don't forget to add the #PRIAAC25 hashtag to your comments!
5. **Create your own posts.** If you plan to create your own posts to promote the 2025 Annual Conference, please use the official PRIA branded graphics provided in this toolkit.



Suggested Social Media Posts

Please feel free to use the following template text content, along with the included graphics, to promote the Annual Conference:

Facebook & LinkedIn

1. Join us in Tacoma for the PRIA 2025 Annual Conference! Network with industry leaders, gain insights into the latest trends in property records, and explore the town! Register now: <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25
2. Regular registration for #ElevateTheRecord, the 2025 PRIA Conference ends on July 31st! Secure your spot today and save on being a part of this premier event: <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25
3. Excited to announce that I'll be attending the PRIA 2025 Annual Conference in Tacoma! Looking forward to connecting with fellow property records professionals. #PRIAAC25
4. 🎧 Ready to learn from the best in the property records industry? Join us at the PRIA Annual Conference in Tacoma this August. Don't miss out – register now! <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25
5. 🚀 Get ready for an amazing lineup of sessions at the PRIA Annual Conference in Tacoma! I'm looking forward to the discussion on _____. Which sessions are you looking forward to? <https://pria.us/2025-annual-conference-schedule/>
6. Join us at the PRIA Annual Conference in Tacoma to explore the latest trends and innovations in property records. Engaging sessions and expert speakers will provide valuable insights. It's not too late to register! <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25

X (formerly Twitter)

1. Excited to attend PRIA Annual Conference in Tacoma! Join us August 26-28 for insightful sessions and networking opportunities for property records professionals. Register now: <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25
2. Late registration starts August 1st! Don't miss out on the PRIA Annual Conference 2025. <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25



3. Looking forward to speaking at the PRIA Annual Conference in Tacoma this August! Join us for engaging discussions on property records. <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25
4. 📅 Countdown to the PRIA Annual Conference 2025: Only a few weeks until we gather in Tacoma to #ElevateTheRecord! Register now to reserve your spot at one of the biggest #PropertyRecords events of the year. Don't miss out! <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25

Shareable Graphics – any platform

"I'm Attending" Graphic

- Share your excitement about attending the conference by posting the following:
 "Thrilled to be attending the PRIA Annual Conference 2025 in Tacoma! Looking forward to insightful sessions and networking with industry peers. See you there! #PRIAAC25" [Include "I'm attending" graphic]



I'm Speaking

- Share your excitement about speaking at the conference with a message like this one:
 "Honored to be a speaker at the PRIA Annual Conference 2025! 🗣️ Catch my session and many others August 26-28 in Tacoma, WA. Can't wait to share insights and connect with you all! ☀️ #PRIAAC25 <https://tinyurl.com/PRIA-AC-reg>" [image: "I'm speaking" graphic]



"New-bee" (any platform)

- For "new-bee" or first-time conference participants, we created this sample post:
Tacoma, here we come! Get ready for PRIA Annual Conference August 26-28, 2025. Explore the city while attending insightful sessions and networking with peers in the property records industry. 🐝 <https://tinyurl.com/PRIA-AC-reg> #PRIAAC25 [image: PRIA New-bee graphic]



Best Practices

- Tagging:** Always tag PRIA in your posts (@PRIAus on X, @Property Records Industry Association on Facebook and LinkedIn) and use the hashtag #PRIAAC25.
- Engagement:** Like, comment, and share posts from PRIA's accounts to increase visibility.
- Graphics:** Use the official PRIA branded graphics included in this toolkit to maintain a cohesive and professional appearance.

Graphics Included:



- PRIAAC25 I'm attending graphic
- PRIAAC25 I'm speaking graphic
- PRIAAC25 AC New-bee graphic
- PRIAAC25 Attendee Graphic Customizable Template ([link to a Canva template](#)—make it your own!)
- PRIAAC25 Speaker Customizable Graphic ([link to a Canva template](#)—make it your own!)

Additional Information

- **Preliminary Schedule:** <https://pria.us/2025-annual-conference-schedule/>
- **Overflow Hotel Information:** <https://www.marriott.com/event-reservations/reservation-link.mi?id=1749237875981&key=GRP&app=resvlink>
- **Things to Do in Tacoma:** <https://www.visitpiercecounty.com/regions/tacoma/>

For any questions or further assistance, please contact us via email at info@pria.us.