



GS1 Connect 2023 Trading Partner Roundtables Social Media Toolkit

Thank you for being a part of GS1 Connect 2023. As a host of a Trading Partner Roundtable, we encourage you to join in on the conversation on social media to promote your participation.

Social Media Channels:

Be sure to follow us on our social media channels to receive conference information and announcements.

- Twitter:
 - [@GS1Connect](#) – main Twitter account for the GS1 Connect Conference
 - [@GS1_US](#) – corporate Twitter account for GS1 US
- LinkedIn: <https://www.linkedin.com/company/gs1-us>
 - LinkedIn Event: <https://www.linkedin.com/events/gs1connect20237018931518819442688/about/>
- Facebook: <https://www.facebook.com/GS1US/>
 - Facebook Event: <https://www.facebook.com/events/852629815994848>
- YouTube: <https://www.youtube.com/user/GS1US>

Hashtags:

Please feel free to use the conference hashtag **#GS1Connect23** in your posts. We also encourage the use of **#GS1ConnectTPRT** to highlight your unique participation at the conference. Other relevant hashtags include:

- #GS1Standards
- #Digital
- #UniqueID
- #UniqueIdentification
- #EmergingTechnologies
- #Innovation
- #RFID
- #Omnichannel
- #Transparency
- #Traceability
- #UDI
- #Visibility
- #DSCSA
- #Data
- #DataQuality
- #BigData
- #MasterDataManagement
- #StartupLab23

Resources

Check out our webpage for customized promotional and program resources to help you promote your participation at GS1 Connect: <https://www.gs1us.org/education-and-events/events/gs1-connect/trading-partner-roundtables-host-resources>

Social Media Incentive:

As a host in our Trading Partner Roundtable program, you can earn one (1) complimentary conference registration for every seven (7) social media shares. Earned comps can be used for your roundtable hosts, onsite staff and/or your trading partners.

Incentive Guidelines:

- The 7 posts must be shared between February 1st and May 12th, 2023.
- Posts can be shared from your corporate social media accounts, or an employee of your company can also choose to share posts from their personal accounts.
 - *Please note that if your employee is sharing from their personal account, and that account is set to private, posts using the qualifying items below will be un-trackable. To rectify this issue, please [e-mail us](#) once the incentive is reached with screen shots of the qualifying posts and we will issue your complimentary registration.*
- To count as a share, the hashtags #GS1Connect23 and #GS1ConnectTPRT must both be included, and the post must also include your company's name. This will help us to attribute your employees' shares to your company.
- Only shares on Facebook, LinkedIn, and/or Twitter will be counted, and only one complimentary conference registration can be earned through this incentive.

Social Posts:

To increase your presence on social media, and make it easier for you to get involved, we put together, customizable posts you can share on your own social media accounts. Feel free to use our @GS1_US and @GS1Connect Twitter handles in your Twitter posts.

(Company name) will be at #GS1Connect23, will you? Don't miss out! Make sure you're registered to join us at the @GS1_US annual conference! <http://ow.ly/WEur30rsxjk> @GS1Connect #GS1ConnectTPRT

(Company name) is excited to be part of #GS1Connect23. We look forward to seeing you at our Trading Partner Roundtable session on *(fill in session date and time)*. <http://ow.ly/WEur30rsxjk> @GS1Connect #GS1ConnectTPRT

(Company name) is excited to be hosting a Trading Partner Roundtable at #GS1Connect23! Register to join us at this year's @GS1_US conference. <http://ow.ly/WEur30rsxjk> @GS1Connect #GS1ConnectTPRT

(Company name) is proud to be hosting a Trading Partner Roundtable at #GS1Connect23. Be sure to join us to discuss *(fill in topics)* <http://ow.ly/WEur30rsxjk> @GS1Connect #GS1ConnectTPRT



We are excited to be part of #GS1Connect23. Don't miss our Trading Partner Roundtable session on (*fill in session date and time*). <http://ow.ly/WEur30rsxjk> @GS1Connect #GS1ConnectTPRT

You can shorten your link using the Bitly website (<https://bitly.com/>).

- Conference Home Page: <http://ow.ly/WEur30rsxjk>

Images:

Feel free to include the below images when sharing your posts.

Twitter:



LinkedIn/Facebook:

A promotional banner for the GS1 Connect ASCEND conference. The background is dark blue. The text 'GS1 Connect' is in white, with 'ASCEND' in large, bold, orange letters. A small purple arrow points up through the 'C' in 'ASCEND'. Below this, 'JUNE 5-7, 2023 * DENVER' is written in white. On the right side, there is a large, stylized orange arrow pointing upwards. At the bottom, a purple bar contains the text 'Proud Trading Partner Roundtable Host → Receive 10% off' in white. The bottom of the banner features a row of colorful, stylized mountain peaks in shades of blue, green, and purple, each with a small arrow pointing up.

GS1 Connect

ASCEND

*JUNE 5-7, 2023 * DENVER*

Proud Trading Partner Roundtable Host → Receive 10% off

If you have any questions or further assistance, please e-mail the GS1 Connect conference team at GS1ConnectRoundtables@gs1us.org.