



## FDC 2021 Social Media Toolkit

WF&FSA invites you to spread the word about the 2021 Floral Distribution Conference (FDC). Whether you are attending or exhibiting, this social media reference sheet was created to help you increase awareness and promote the event via you or your organization’s social platforms. **Simply copy the social post, download the images, and then you are ready to post!**

### Social Media Calendar [Posts]

| Date to Publish                  | Social Copy  | Graphic   |
|----------------------------------|--|---|
| Any time before December 1, 2020 | Feeling unsure about attending #FDC2021 in-person? No need to fret because we got you covered! @wffsa is leading a #covid19 webinar on December 1 at 11 am EST to answer everything you need to know about meeting safely – register for the webinar here: <a href="http://ow.ly/lcIN50CfwXv">http://ow.ly/lcIN50CfwXv</a> | <a href="#">COVID-19</a>  |
| Any time before January 22, 2021 | What are you waiting for? @wffsa #FDC2021 registration is open and early bird closes on January 22 – grab your discount while you can and register here: <a href="http://ow.ly/lcIN50CfwXv">http://ow.ly/lcIN50CfwXv</a>   | <a href="#">Early Bird</a>  |
| Any time before January 22, 2021 | Every year at @wffsa FDC, an individual in the wholesale floral industry is honored and presented with the LTK Award. If you know an exceptional industry leader, submit a nomination today! Deadline is January 22. #FDC2021 <a href="http://ow.ly/l8GC50Cfxto">http://ow.ly/l8GC50Cfxto</a>                              | <a href="#">Leland T. Kintzele (LTK) Distinguished Service Award Submission</a> |
| Any time before January 22, 2021 | Registration for @wffsa #FDC2021 is open, along with table top displays and company meeting room reservations! Unsure about attending? Cancel before January 22 for a full refund. <a href="http://ow.ly/3fua50CfEMN">http://ow.ly/3fua50CfEMN</a>   | <a href="#">Register Now</a>  |

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| Any time before January 22, 2021  | Exciting opportunity for @wffsa members! Register early for #FDC2021 and you will receive FREE access to the WF&FSA Institute's Care & Handling course! Register now: <a href="http://ow.ly/B2PL50CfCEX">http://ow.ly/B2PL50CfCEX</a> #BetterThanEver   | <a href="#">Early bird</a>             |
| Any time before February 2021     | #FDC2021 is now at the palm of your hands. The schedule is set, table tops are available, and @wffsa has returned to the Doral. View the FDC 2021 Brochure now! #StrongerTogether <a href="http://ow.ly/kCsW50CfDqU">http://ow.ly/kCsW50CfDqU</a>   | <a href="#">Brochure</a>               |
| Any time before February 2021     | Table Top registration for @wffsa #FDC2021 is officially open. Display your products to hundreds of wholesale florists and suppliers by purchasing NEW branding and product packages! Reserve yours today: <a href="http://ow.ly/JrhO50CfD8g">http://ow.ly/JrhO50CfD8g</a>  | <a href="#">Sponsorship/Table Tops</a> |
| Any time before February 2021     | Here is your @wffsa #FDC2021 checklist:<br>✈️ Book flight to Miami <input checked="" type="checkbox"/><br>🌿 Reserve Table Top <input checked="" type="checkbox"/><br>📅 Register for event <input checked="" type="checkbox"/><br>😎 Pack sunscreen and face mask <input checked="" type="checkbox"/><br>Miss anything? ...of course! You can't forget the NEW sponsorship packages! Check them out here: <a href="http://ow.ly/nxq750CfA32">http://ow.ly/nxq750CfA32</a> | <a href="#">Sponsorship/Table Top</a>  |
| Any time before February 2021     | Registration is now open for @wffsa #FDC2021! Beyond excited to be together again, #StrongerTogether and #BetterThanEver. Register TODAY! <a href="http://ow.ly/6One50Cfrbi">http://ow.ly/6One50Cfrbi</a>   | <a href="#">Register Now</a>           |
| Any time before February 2021     | See how @wffsa is ensuring the health and safety of each attendee at #FDC2021. Read more about COVID-19 policies and procedures: <a href="http://ow.ly/xKAI50CfrS3">http://ow.ly/xKAI50CfrS3</a>  | <a href="#">COVID-19</a>               |
| Any time before February 2021     | What are you most looking forward to at #FDC2021? <a href="http://ow.ly/NYEy50CfB8B">http://ow.ly/NYEy50CfB8B</a> #BetterThanEver #StrongerTogether   | <a href="#">Register Now</a>           |
| Any time before February 2021     | In addition to a beautiful showcase and fantastic events, @wffsa #FDC2021 brings you the best in #floral industry content and education. View the full agenda and register today! <a href="http://ow.ly/QNVi50CfBNO">http://ow.ly/QNVi50CfBNO</a>   | <a href="#">Register Now</a>           |
| Any time before February 22, 2021 | Attending @wffsa #FDC2021 this year will be extra special! Reconnect with friends, share stories, and make memories at the Together Again Party on February 23. <a href="http://ow.ly/NYEy50CfB8B">http://ow.ly/NYEy50CfB8B</a> #BetterThanEver   | <a href="#">Together Again Party</a>   |

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|-----------------------------------|---|------------------------------|
| Any time before February 22, 2021 | Learn more about the recently released joint research project on B2B e-commerce in the floral industry. Check out the @wffsa blog for an 8-part blog series summarizing the results throughout the next couple of months: <a href="http://ow.ly/fgSD50CfEe4">http://ow.ly/fgSD50CfEe4</a> | <a href="#">B2B Research</a> |
| Any time before February 22, 2021 | Still deciding on attending #FDC2021? @wffsa offers on-site registration at the event! You can learn more on conference registration rates here: <a href="http://ow.ly/6One50Cfrbi">http://ow.ly/6One50Cfrbi</a>  | <a href="#">Still Time</a>   |

## **Graphics Included in Kit**

[Register Now](#)

[Early Bird Deadline](#)

[COVID-19](#)

[Together Again Party](#)

[Sponsorship/Table Top](#)

[Still Time](#)

[Brochure](#)

[Leland T. Kintzele \(LTK\) Distinguished Service Award Submission](#)

[B2B Research](#)

[FDC 2021 Email Banner](#)

[FDC 2021 Email Signature](#)

## **WF&FSA on Social**

Are you and your organization connected to WF&FSA on Social Media? Below are links to the social media channels WF&FSA utilizes. Simply click the link and connect by following and liking.

[Facebook](#): @WF&FSA

[LinkedIn](#): @W&FSA

[Twitter](#): @WFFSA

[Instagram](#): @wffsa

## **Hashtags**

Want to do a little bit more? Enhance your post with any of the following hashtags. (Hashtags work to group similar posts together for ease in searching.)

**#FDC2021**

**#StrongerTogether**

**#BetterThanEver**