



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: http://ow.ly/lclN50CfwXv	COVID-19
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: http://ow.ly/lclN50CfwXv	Early Bird
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 http://ow.ly/l8GC50Cfxto	Leland T. Kintzele (LTK) Distinguished Service Award Submission
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. http://ow.ly/3fua50CfEMN	Register Now

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: http://ow.ly/B2PL50CfCEX #BetterThanEver	Early bird
Any time before June 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 http://ow.ly/kCsW50CfDqU	Brochure
Any time before June 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: http://ow.ly/JrhO50CfD8q	Sponsorship/Table Tops
Any time before June 2021	Here is your @wffsa #FDC2021 checklist: ✈️ Book flight to Miami <input checked="" type="checkbox"/> 🌿 Reserve Table Top <input checked="" type="checkbox"/> 📅 Register for event <input checked="" type="checkbox"/> 😎 Pack sunscreen and face mask <input checked="" type="checkbox"/> Miss anything? ...of course! You can't forget the NEW sponsorship packages! Check them out here: http://ow.ly/nxq750CfA32	Sponsorship/Table Top
Any time before June 2021	Registration is now open for @wffsa #FDC2021! Beyond excited to be together again, #StrongerTogether and #BetterThanEver. Register TODAY! http://ow.ly/6One50Cfrbi	Register Now
Any time before June 2021	See how @wffsa is ensuring the health and safety of each attendee at #FDC2021. Read more about COVID-19 policies and procedures: http://ow.ly/xKAI50CfrS3	COVID-19
Any time before June 2021	What are you most looking forward to at #FDC2021? http://ow.ly/NYEy50CfB8B #BetterThanEver #StrongerTogether	Register Now
Any time before June 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! http://ow.ly/QNVi50CfBNO	Register Now
Any time before June 7, 2021	Attending @wffsa #FDC2021 this year will be extra special! Reconnect with friends, share stories, and make memories at the Together Again Party on June 8. http://ow.ly/NYEy50CfB8B #BetterThanEver	Together Again Party

Any time before June 7, 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: http://ow.ly/fgSD50CfEe4	B2B Research
Any time before June 7, 2021	Still deciding on attending #FDC2021? @wffsa offers on-site registration at the event! You can learn more on conference registration rates here: http://ow.ly/6One50Cfrbi	Still Time

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