

# #NAFTZFundamentals21 Social Media Toolkit

## FREE VIRTUAL SEMINAR FUNDAMENTALS OF FTZs

January 12 - 14, 2021, 1:00 - 3:30 p.m. (EST)

BONUS Networking Reception: Jan. 14, 3:30 - 4:30 p.m.



The 2021 Fundamentals of FTZs Seminar is going virtual! The NAFTAZ invites foreign-trade zone stakeholders, including logistics and supply chain professionals to join us on January 12-14, 2021. Help us spread the word about this FREE seminar to your extended community.

### Follow NAFTAZ on Social Media

Follow our social media accounts and tag us in any posts!

- Facebook - <https://www.facebook.com/naftzdc/>
- LinkedIn - <https://www.linkedin.com/company/the-national-association-of-foreign-trade-zones/>
- LinkedIn Group - <https://www.linkedin.com/groups/8413580/>
- Twitter - @NAFTZ / <https://twitter.com/NAFTZ>
- Instagram - @\_naftz / <https://www.instagram.com/naftz/>
- Official Twitter & Instagram Hashtag: [#NAFTZFundamentals21](https://twitter.com/hashtag/NAFTZFundamentals21)

### How to Promote Your Participation

- Add the seminar to your email signature with text or banner images below
- Announce the seminar in an email to your colleagues
- Place a banner image on your website, newsletter, or other digital media

### Email Signature Copy

- Join me at the [FREE 2021 NAFTAZ Virtual Fundamentals of FTZs Seminar](#) to learn about FTZs from application to activation. The educational sessions are designed to help operator/user companies save money, stimulate economic development, preserve U.S. jobs, and provide many benefits for local communities in the process.

### Calendar Posting Details

What: FREE 2021 NAFTAZ Virtual Fundamentals of FTZs Seminar

When: Jan 12-14, 2021

Where: Virtual

Registration & Cost: Check out the [website](#) for full details!

Social Media Graphics

Facebook (1200 x 628)



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**I'M SPONSORING**



Twitter (1024 x 512)



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LinkedIn (1104 x 736)



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# I'M SPONSORING



Instagram (1080 x 1080)



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### Sample Social Media Posts for Sponsors

We're a proud sponsor of the 2021 @NAFTZ Fundamentals of FTZs Seminar! Join us virtually on Jan 12-14 to learn about how to enhance your FTZ communication and learn the latest industry developments! [bit.ly/NAFTZFundamentals21](https://bit.ly/NAFTZFundamentals21) #NAFTZFundamentals21

Showcase your involvement in @NAFTZ Fundamentals of FTZs Seminar to hundreds of FTZ professionals by sponsoring #NAFTZFundamentals21! View sponsorship packages [bit.ly/NAFTZFundamentals21](https://bit.ly/NAFTZFundamentals21)

**For Everyone**

Want to learn how to navigate the FTZ regulatory environment from industry experts? Join the conversation at #NAFTZFundamentals21 [bit.ly/NAFTZFundamentals21](https://bit.ly/NAFTZFundamentals21).

Have you registered for #NAFTZFundamentals21? Come away with an expanded professional network and FTZ Solutions to take back to your boss, customers, and potential clients [bit.ly/NAFTZFundamentals21](https://bit.ly/NAFTZFundamentals21)

We're excited for seminar attendees to help the FTZ community save money, support U.S. jobs, and stimulate local economic development at @NAFTZ Fundamentals of FTZs Seminar. Register today [bit.ly/NAFTZFundamentals21](https://bit.ly/NAFTZFundamentals21)

## **Tips for Promoting Your Participation at #NAFTZFundamentals21**

December/January

Generate excitement for the event

- Post ideas: Promote Sessions, Speakers and other activities you are excited about for the 2021 NAFTZ Virtual Fundamentals of FTZs Seminar (find information about what will be going on); Post advice on how you will apply what you learned; and Share/Retweet from NAFTZ's platforms using hashtag #NAFTZFundamentals21

January 12-14

Share your experiences real-time

- Post ideas: Post your favorite quotes from sessions and speakers and Share/Retweet using hashtag #NAFTZFundamentals21

January

Share your experiences post-event

- Post Ideas: Post a testimonial/quote of your experience; Post your favorite take-aways from the event; and Share/Retweet using hashtag #NAFTZFundamentals21

## **For More Information Contact:**

Victoria Cartwright  
Vice President of Events & Education  
[vcartwright@naftz.org](mailto:vcartwright@naftz.org) | 703-309-6640

Jarmila Zapata  
Director of Communications & Member Services  
[jzapata@naftz.org](mailto:jzapata@naftz.org) | 202-846-1520