



GS1 Connect 2025 Trading Partner Roundtables Social Media Toolkit

Thank you for being a part of GS1 Connect 2025. As a host of a Trading Partner Roundtable, we encourage you to join in on the conversation on social media. To make promoting your participation as easy as possible, we have provided this toolkit for your use. Feel free to customize this content to fit your own unique voice.

Social Media Channels

Follow us on social media to receive conference information and announcements.

- X:
 - [@GS1Connect](#)
 - [@GS1_US](#)
- LinkedIn: <https://www.linkedin.com/company/gs1-us>
- Facebook: <https://www.facebook.com/GS1US/>
- YouTube: <https://www.youtube.com/user/GS1US>

Resources

Our webpage has customized promotional and program resources to help you promote your participation: <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 seven (7) social media shares. The earned complimentary registration can be used for your roundtable hosts, on-site staff, and/or your trading partners. Only one (1) complimentary conference registration per host company can be earned from this program.

Incentive Guidelines:

- The seven (7) posts must be shared between February 1 and May 22, 2025.
- 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 not be able to be tracked. To rectify this issue, once the incentive is reached, please [email us](#) with screenshots of the qualifying posts, and we will issue your complimentary registration.*
- To count as a share, the hashtags "#GS1Connect25" 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 X (formerly Twitter) will be counted, and only one (1) complimentary conference registration can be earned through this incentive.

Social Posts

Below are sample customizable posts you can share on your own accounts. Feel free to tag our company in your LinkedIn and Facebook posts and use our @GS1_US and @GS1Connect handles on X. Don't forget to use our conference hashtag, **#GS1Connect25!**

(Company name) will be at #GS1Connect25, 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 #GS1Connect25. We look forward to seeing you at our Trading Partner Roundtable session on *(fill in session date and time)*. <http://ow.ly/WEur30rsxjk> @GS1_US @GS1Connect #GS1ConnectTPRT

(Company name) is excited to be hosting a Trading Partner Roundtable at #GS1Connect25! 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 #GS1Connect25. Be sure to join us to discuss *(fill in topics)*. <http://ow.ly/WEur30rsxjk> @GS1_US @GS1Connect #GS1ConnectTPRT

(Company name) is excited to be part of #GS1Connect25. Don't miss our Trading Partner Roundtable session on *(fill in session date and time)*. <http://ow.ly/WEur30rsxjk> @GS1_US @GS1Connect #GS1ConnectTPRT

Image:



REGISTER TODAY ▶

Trading Partner Roundtable Host | Receive 10% off

 **GS1 Connect** | **2025**
AMPLIFY | Nashville, TN
June 10-12

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