2019 GATOR100 SOCIAL MEDIA SAMPLE CONTENT

HASHTAGS:
Primary: #Gator100
Secondary: College hashtag

OFFICIAL ACCOUNTS TO FOLLOW:
@ufalumni  www.facebook.com/UFalumni/
@ufcei      www.facebook.com/UFentrepreneurs/

LEAD UP CONTENT

Facebook: [insert college name/hashtag] alumni led some of the world’s fastest-growing Gator companies this year. Find out how these companies ranked in the 2019 #Gator100 on Feb. 22. Gator100.ufl.edu

Twitter: [insert college name/hashtag] alumni led some of the world’s fastest-growing Gator companies this year. Find out the #Gator100 rankings on Feb. 22.

DAY OF CONTENT (FEB. 22)

Facebook: [insert college name] alumna/us [insert name]'s company, [insert company name] is ranked the [insert rank] fastest-growing Gator company in the world in the 2019 #Gator100. Congratulations! [insert link to rank page on gator100.ufl.edu]

Twitter: [insert college name/hashtag] alumna/us [insert name/handle]'s company, [insert company name/handle], is ranked the [insert rank] fastest-growing Gator company in the world. [insert bitly to rank page on gator100.ufl.edu] #Gator100

FOLLOW UP CONTENT

Facebook: [insert alumni name] leads/owns, [insert company name], the [insert rank] fastest-growing Gator company in the world. Read his/her story: [insert link to a feature on your alumni, produced by your office]

Twitter: [insert alumni name/handle] leads/owns [insert company name/handle], the [insert rank] fastest-growing Gator company. Read his/her story: [insert link] #Gator100