



2017 Gator100 Social Media Sample Content: *for Gator100 honorees*

Hashtags:

- Primary: #Gator100
- Secondary: Company hashtag

Official accounts to follow:

- @ufalumni <https://www.facebook.com/ufalumni>
- @ufcei <https://www.facebook.com/UFentrepreneurs/>

Suggested Content: *Below is sample content you are welcome to use/customize.*

Facebook:

- [insert company name] ranked [insert rank] in the Gator100, the world's fastest-growing Gator companies. Congratulations to our Gator leader(s) [insert leader(s) name]! [insert picture of leader]

Twitter:

- Proud to announce [insert company name/hashtag] is the [insert rank] fastest-growing Gator company in the world, according to @UF ranking, the #Gator100.
- [insert leader name/handle] enjoying spending time with fellow Gator entrepreneurs at the 2017 #Gator100 [insert photo of leader at luncheon]

Follow-up: *A UF College may write a feature story on your company's Gator leader. Follow your Gator leader's college/unit and feel free to promote the story.*

Facebook:

- [insert leader's name] was featured in [insert college name] article for his/her leadership in entrepreneurship at [insert company name], which was ranked [insert rank] in the Gator100, a list of the fastest-growing Gator companies in the world. Read the story: [insert link to story]

Twitter:

- Check out [insert college handle]'s feature on [insert leader's name/handle] and his/her leadership of [insert company name], ranked [insert rank] in #Gator100: [insert bitly link to story].

