



## RPA 2021 Conference & Showcase Social Media Toolkit

RPA invites you to spread the word about the RPA 2021 Conference & Showcase. Whether you are attending or exhibiting, this social media toolkit was created to help you increase awareness and participation for 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 April 2021	Registration is officially open for @retail_pkg! Connect with suppliers and distributors once again in Orlando, FL on April 28-30. Let’s get #BacktoPack: <a href="http://ow.ly/yjmd50CkeWL">http://ow.ly/yjmd50CkeWL</a>	<a href="#">Register Now</a>
Any time before February 19, 2021	Don’t forget to take advantage of the #RPA2021 early bird discount -- register now! @retail_pkg #BacktoPack <a href="http://ow.ly/yjmd50CkeWL">http://ow.ly/yjmd50CkeWL</a>	<a href="#">Early Bird</a>
Any time before April 2021	@retail_pkg is committed to making sure attendees feel safe to meet in-person at #RPA2021. Be sure to look at our #COVID19 policies and procedures here: <a href="http://ow.ly/RHuO50CuC5V">http://ow.ly/RHuO50CuC5V</a>	<a href="#">COVID-19</a>
Any time before April 2021	#RPA2021 offers a unique opportunity for suppliers and distributors in the retail packaging industry to showcase their ribbons, bags, and wrappings. Check out @retail_pkg’s new sponsorship/exhibit packages to showcase your company in the best way! <a href="http://ow.ly/aA0t50CuCnU">http://ow.ly/aA0t50CuCnU</a>	<a href="#">Showcase/Sponsor</a>
Any time before April 2021	Have you registered for the #PowerofPackaging yet? If you are concerned about purchasing -- @retail_pkg provides a full refund for registration, sponsorships, and exhibits in light of any cancellations. So don’t delay, register today! <a href="http://ow.ly/yjmd50CkeWL">http://ow.ly/yjmd50CkeWL</a>	<a href="#">Register Now</a>
Any time before April 2021	The #RPA2021 brochure is completely wrapped and ready for you to open! 📁 Look at everything that is in store for you when you	<a href="#">Brochure</a>

	register and attend @retail_pkg's conference and showcase. Let's get #BacktoPack! <a href="http://ow.ly/Oyr850CuEhi">http://ow.ly/Oyr850CuEhi</a>	
Any time before April 2021	Have your registered for #RPA2021? As an added benefit to the conference, @retail_pkg has secured discounted attraction tickets to #Disney, #SeaWorld, and #Universal! It is time to book those flights and purchase those tickets: <a href="http://ow.ly/UXOP50Csy3D">http://ow.ly/UXOP50Csy3D</a>	<a href="#">Attractions</a>
Any time before April 27, 2021	Tomorrow is the last day to register for @retail_pkg #PowerofPackaging! We want to see you there in Orlando so get #BacktoPack and register today: <a href="http://ow.ly/D0G050CuClu">http://ow.ly/D0G050CuClu</a>	<a href="#">Register Now</a>
Any time before February 24, 2021	@retail_pkg President, Mark Warmuth gives a welcoming introduction to #RPA2021! "Come for the show and stay for the weekend in sunny Florida."  Watch here: <a href="https://youtu.be/-GzycyWOOTI">https://youtu.be/-GzycyWOOTI</a> Register for RPA 2021: <a href="http://ow.ly/D0G050CuClu">http://ow.ly/D0G050CuClu</a>	No graphic

## **Graphics Included in Kit**

[Register Now](#)

[Early Bird](#)

[COVID-19](#)

[Showcase/Sponsor](#)

[Brochure](#)

[Attractions](#)

## **RPA on Social**

Are you and your organization connected to RPA on Social Media? Below are links to the social media channels RPA utilizes. Simply click the link and connect by following and liking.

[Facebook](#): @Retail Packaging Association

[YouTube](#): Retail Packaging Association

[Twitter](#): @retail\_pkg

[Instagram](#): @retail\_pkg

## **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)

**#RPA2021**

**#PowerofPackaging**

**#BacktoPack**