

## SOCIAL MEDIA TOOLKIT



### Entrepreneurship Interactive Chat

Tuesday, April 30

11 a.m. EDT (15:00 UTC)

### Links

Event Page (in English): <http://bit.ly/GISTTechConn>

Event Page (In Spanish): <http://bit.ly/TCEspanol>

Event Page (In French): <http://bit.ly/TCFrancais>

### Social Media

*Accounts to follow, or to include and mention in posts or tweets*

- GIST Network: [@GISTNetwork](https://twitter.com/GISTNetwork) (Twitter)
- GIST Network: [Facebook.com/GISTNet](https://www.facebook.com/GISTNet) (Facebook)

### Hashtags

- #GISTTechConnect

### Marketing Assets

- Official Banner: <http://bit.ly/2UvChNg>

### Program Description

Building a successful science and technology startup is challenging, even in the most developed startup ecosystems. For entrepreneurs who are not in these ecosystems – entrepreneurs who have limited access to capital, a strong network, government and industry support, or limited infrastructure – creating a startup is even more challenging.

However, there are entrepreneurs who have been able to launch and scale startups despite these challenges. These entrepreneurs understood how to leverage their limited resources to solve problems in their ecosystems. In doing so, these entrepreneurs created unique opportunities that helped them grow.

Now it is your turn to do the same. Join our panel of growth experts on the next GIST TechConnect as they discuss how entrepreneurs with limited resources can overcome challenges facing their startups.

You can join the TechConnect online and send your questions using the chat box next to the live stream. You can also submit your questions on Twitter using #GISTTechConnect.

## Why Participate

- *Listen* as experts in unique problem solving highlight how to grow with limited resources.
- *Ask* questions about solutions that can help overcome challenges in your startup ecosystem.
- *Learn* strategies that you can use on your own startup that will help your business grow.

## Suggested Social Media Posts

### Twitter:

#Entrepreneurs in emerging economies: Your #STEM startup can thrive, even with limited resources. @GISTNetwork & #GISTTechConnect have two biz experts who will highlight how to grow your business. Ask them questions directly with this link: <http://bit.ly/GISTTechConn>

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### Twitter + Facebook

Join two business development pros who want to tell you how to grow your #startup with limited resources! We're not talking about #bootstrapping; we're talking about unique solutions to unique problems. Join the convo here: <http://bit.ly/GISTTechConn>

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Are you an #entrepreneur trying to grow your #startup, but you have a weak network, little government support or insufficient resources to support your growth? We have some solutions that can help YOU. Follow this link to learn more: <http://bit.ly/GISTTechConn>

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### Facebook

The @GISTNetwork has a unique opportunity for you to talk directly with two business development pros who can give you strategies you can use to grow your #startup with limited resources. Whether your lacking a strong investor network or don't have enough industry support, we have solutions that can help. Join the #GISTTechConnect by following this link:

<http://bit.ly/GISTTechConn>

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