**SOCIAL MEDIA TOOLKIT**



**Entrepreneurship Interactive Chat**

Tuesday, July 9

11:00 AM - 12:00 NOON EDT (15:00 – 16:00 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

**Program Description**

Customer discovery is one of the most critical aspects of building a successful startup. For startups interested in building a global business and attracting revenue from abroad, you should understand the social and economic contexts of new markets, how to talk to potential customers about their needs, and ways to identify customer concerns. These and other skills are crucial to developing a successful revenue model. Connecting with customers, especially those who are abroad, is a skill that must be constantly developed and refined. Join our expert panel on Tuesday, July 9, to learn how to build the skills to successfully develop multinational relationships that can drive your business expansion.

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

**Suggested Social Media Posts**

Now:

Watch the #GISTTechConnect on Customer Discovery and what it means for #entrepreneurs on Tuesday, July 9 at 11 AM EDT. <http://bit.ly/GISTTechConn> #GISTNetwork

Join two business development pros who want to tell you how to grow your #startup customer base abroad! Join the convo here: <http://bit.ly/GISTTechConn>

[Insert Banner]

Hey #entrepreneurs in emerging economies! Looking to get discovered abroad? @GISTNetwork & #GISTTechConnect have two biz experts who will highlight how to reach customers outside of your area. Ask them questions directly with this link: <http://bit.ly/GISTTechConn> #GISTNetwork

[Insert Banner]

Are you an #entrepreneur trying to grow your #startup outside of your community? We have some solutions that can help YOU. Follow this link to learn more: <http://bit.ly/GISTTechConn> #GISTNetwork

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.@GISTNetwork & #GISTTechConnect have a unique opportunity for you to hear directly from pros who can give you strategies you can use to grow your #startup customer reach abroad! Join the #GISTTechConnect by following this link: <http://bit.ly/GISTTechConn> #GISTNetwork

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*Monday, July 8*

TOMORROW watch Live webchat on customer discovery abroad! Join us at 11 AM EST! Tweet #GISTTechConnect your questions. <http://bit.ly/GISTTechConn> #GISTNetwork

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*Tuesday, July 9*

TODAY @ 11 AM EDT our live webchat on customer discovery abroad and #startups. Tweet #GISTTechConnect your questions. <http://bit.ly/GISTTechConn> #GISTNetwork

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#Entrepreneurs WATCH NOW for our live webchat on customer discovery abroad (LINK) Tweet #GISTTechConnect your questions. <http://bit.ly/GISTTechConn> #GISTNetwork

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