



DRIVING DEMAND

SOCIAL MEDIA GUIDE

**UNITED SOYBEAN BOARD
2019 BIOBASED STAKEHOLDERS' DIALOGUE**

OBJECTIVES:

Attendees are encouraged to share photos from presentations, table displays, company announcements, and other relevant updates from the program and speakers.

While there are many biobased manufactures present, not every product is included in USDA's BioPreferred Program. Any mention or hashtag in reference to the USDA BioPreferred Program (@Biopreferred) should only be used for USDA Certified Biobased Products.

As a thank you for your participation, USB is providing customized "We Shrank Our Environmental Footprint with U.S. Soy" graphics to each biobased manufacturer. To request a customized graphic (see example), please email Katharine Lucas at Katharine@kcegroup.com. Customized graphics can be used and formatted for social media, websites, or print materials.

Finally, we hope that you'll consider the following hashtags to help amplify and coordinate messaging throughout the 2019 Biobased Stakeholders' Dialogue:

HASHTAGS:

#2019BiobasedStakeholdersDialogue
#drivingdemand
#rapidlyrenewablesoy

#USDACertifiedBiobasedProduct
#soyintheCity
#ussoy

CONNECTING:

For the latest on biobased innovations, industry success stories, and updates from the 2019 Biobased Stakeholders' Dialogue, follow along with United Soybean Board Biobased Outreach account, @soybiobased.

You can also find us on Facebook, LinkedIn, and online at www.soybiobased.org

SAMPLE TWEET:

Together at the #2019BiobasedStakeholdersDialogue, we are finding new opportunities to drive demand for biobased products made with #ussoy @soybiobased #drivingdemand

**THANK YOU
FOR SHRINKING YOUR
ENVIRONMENTAL
FOOTPRINT WITH
U.S. SOY**

