



GLOBAL MINOR USE SUMMIT IV

Leveraging Agricultural Technology for A Growing World

February 5-9, 2024 | Madrid, Spain



Minor Use Foundation

Global Minor Use Summit IV

Leveraging Agricultural Technology for a Growing World
February 5 – 9, 2024, Madrid, Spain

OVERVIEW

This toolkit provides your organization with messaging, graphics and sample social copy for the *Global Minor Use Summit IV (GMUS4)*, along with best practices for engaging on social media. Posting on social media is a great way to raise awareness about the event and encourage participation and interest from your network. The below social posts serve as a guide to help get you started – please customize as you see fit to best match your audience!

QUESTIONS?

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BEST PRACTICES FOR SOCIAL MEDIA

- Include photos in your posts to make them more engaging. We've developed social tiles you can use. You can also find images of past Summits here: <https://minorusefoundation.org/gmus-4/>
- Use hashtags so others who are interested in the Minor Use Foundation and attending the Summit will be able to find your tweet.
- Follow, retweet and like Twitter, Facebook and LinkedIn users who are mentioning the GMUS4 event.
- Encourage individuals in your network to engage with each post through liking, commenting and sharing.

EVENT HASHTAG

- #GMUS4

SOCIAL MEDIA POSTS (can also be used for newsletter blurbs)

General

Are you interested in the unique challenges of specialty crop cultivation and international trade? Join the Minor Use Foundation on Feb. 5 – 9, 2024, in Madrid, Spain for the fourth Global Minor Use Summit #GMUS4 to discuss this important topic with regulators, growers, academics, and crop protection professionals. Learn more at <https://minorusefoundation.org/gmus-4/>

On Feb. 5 – 9, 2024, the Minor Use Foundation will bring together regulators, growers, academics, and crop protection professionals in Madrid, Spain for the fourth Global Minor Use Summit #GMUS4. Join global agricultural experts and growers to share information about common threats to the cultivation of minor use crops. Learn more at <https://minorusefoundation.org/gmus-4/>

📣 Registration is open 📣 Don't miss out on your chance to secure early bird tickets for the fourth Global Minor Use Summit #GMUS4 on Feb. 5 – 9, 2024, in Madrid, Spain. Click here to learn more: <https://minorusefoundation.org/gmus-4/>

Partner Organizations

[organization name] will be with the Minor Use Foundation on Feb. 5 – 9, 2024, in Madrid, Spain for the fourth Global Minor Use Summit #GMUS4 to help set an innovative research agenda to address the needs of specialty crop growers. Register today at <https://minorusefoundation.org/gmus-4/>

Attendees

As a leading advocate helping specialty crop growers access new plant protection technology, the Minor Use Foundation is hosting the Global Minor Use Summit IV #GMUS4! Join me at the Summit on Feb. 5 – 9, 2024, in Madrid, Spain to build meaningful partnerships to facilitate international collaboration. Register today at <https://minorusefoundation.org/gmus-4/>

I'm excited to attend the fourth Global Minor Use Summit #GMUS4 on Feb. 5 – 9, 2024, in Madrid, Spain! We will explore the unique challenges of specialty crop cultivation and international trade with global agricultural experts and growers. Register today at <https://minorusefoundation.org/gmus-4/>

SOCIAL TILES

[Click here to download graphics from Gdrive.](#)

Horizontal 1200x628 px – sized for LinkedIn and Facebook posts, websites or newsletters





Square 1080 x1080: sized for Instagram, Whatsapp, Pinterest, Twitter



Logo

Primary



Short

