going digital at ift

Are you ready to be social at the 2015 International Food & Technology Exhibition and maximize our industry’s digital assets? We are! As a member of the food and beverage industry community in Wisconsin, we invite you to join us across digital media. Together, we’ll let the world know that Wisconsin is a food and beverage industry leader!

# ready. Set. Get social.

Hashtags

Include the following hashtags to help your Facebook, Google+ and Twitter messages go further.

* Official Exhibition hashtag: #IFT15
* Wisconsin food and beverage industry hashtag: #WIFaB

Social Media Posts

Ready to promote #WI at #IFT15 on social media? Here are some posts to get you started. They’re yours to use as you see fit.

**Tweets:**Food & beverage companies like @OrganicValley, @Johnsonville, & @oscarmayer call #WI home: <http://bit.ly/1F8d5Z9>. #IFT15 #WIFaB

Visit the U.S.’ top state for organic corn & grain production @ #IFT15 booth 4956. #WI #WIFaB

**Facebook Posts:**#Wisconsin continues to provide organic certification, locally sourced partners and an open community of growers, brewers, packagers and producers who share a culture of innovation that meets the standards consumers have come to expect from Wisconsin. <http://inwisconsin.com/media_kit_assets/food-and-beverage-in-wisconsin/> #IFT15 #WIFaB

We are showcasing #Wisconsin’s food and beverage industry assets at #IFT15. Learn about why Wisconsin is one of the country’s leaders in honey production, maple syrup production, organic commodity sales, metal tank manufacturing and more at booth 4956. <http://inwisconsin.com/select-wisconsin/leading-industries/agriculture/> #WIFaB

**LinkedIn Post:**Did you know Wisconsin is the #1 exporter of cranberries, whey and ginseng? Learn more about Wisconsin’s food and beverage industry at the following link or, if you are at Institute of Food Technologists trade show, visit Wisconsin at booth 4956: <http://inwisconsin.com/select-wisconsin/leading-industries/agriculture/>.

**Google+ Post:**In #Wisconsin, we know that collaboration leads to innovation across industries, including the food and beverage industry. We combine strengths across many areas, from safety and packaging to additive production, to be a leader in the United States. Learn more online or at our Institute of Food Technologists trade show booth 4956. <http://inwisconsin.com/select-wisconsin/leading-industries/agriculture/> #IFT15 #WIFaB #econdev

Tips

Here are some tips to consider as you go social:

* Content is king, including on social media. Strong content includes:
  + Acknowledgements of successes, such as an insightful speech
  + Helpful tips
  + Statistics
  + Speaker quotes along with speaker photos
  + Photos and descriptive captions
  + Testimonials
* Use a maximum of three hashtags in a post
  + Consider our event and industry hashtags: #WIFaB, #IFT15
* Always ask yourself how your post will be interesting to or benefit your followers.

# Blog

When events happen, we want people to know about it across our media channels. And our website InWisconsin.com is no exception. We chronicle the happenings at major economic development events Wisconsin attends or hosts on our events blog: <http://inwisconsin.com/newsroom/events-blog/>. We will email you when a new entry is posted, but please feel free to check back often for event updates!

# widget

You can help spread the word about Wisconsin’s IFT booth on your website by adding a custom widget. IFT has made this process easy by providing the following widget code:

<script type='text/javascript' src='http://libs.a2zinc.net/Common/JS/10.6.0.0/a2zWidget.js'></script><script type='text/javascript' id='exWidget'>new a2z.Widget('ps1IwTJNjgxGi%2bkdhBkdVBT8PZyXWCrbgGEw4iSAtgpdG%2fsJ1m0N4GcpsYag5koV',114028,'http://libs.a2zinc.net/Common/Widgets/ExhibitorBadge.aspx',14,254363,330,200).render();</script>

Copy the text in the text box above. While logged in to your website content management system, paste the code into the page on which you would like the event widget to appear.

Here is an example of how the widget appears: <http://inwisconsin.com/select-wisconsin/leading-industries/agriculture/>.

# follow and be followed

When a tweet is posted in the Twittersphere, does anyone see it? Guarantee a set of eyes on your tweet, Google+ post, or Facebook post by including users’ handles in your messages. Here is a list of profiles for our participants, partners and more for you to follow and mention!

**DAIRY PARTICIPANTS**

**Grande Custom Ingredients:**

<https://twitter.com/Grande_CIG>

**CHR Hansen**

<https://plus.google.com/u/0/+chrhansen/posts>

<https://twitter.com/chr_hansen>

<https://www.facebook.com/Chr.Hansen.Group>

**ATTENDING PARTNERS**

**UW Madison Food Research Institute**

<https://twitter.com/FoodResearchUW>

<https://www.facebook.com/FoodResearchInstitute>

**UW Madison Center for Dairy Research**

<https://twitter.com/WICDR>

<https://www.facebook.com/wicdr>  
  
**UW Stout Food Science & Packaging Department**

<https://twitter.com/uwstout>

<https://www.facebook.com/uwstout>

**UW River Falls Food Science Department**

<https://twitter.com/CAFESatUWRF>

<https://www.facebook.com/UWRF.CAFES>

<https://instagram.com/uwriverfalls/>

**FaB Wisconsin**

<https://twitter.com/FaBWisconsin>

<https://www.facebook.com/FabWisconsin>

<https://www.pinterest.com/fabwisconsin/>

**Centergy**

<https://www.facebook.com/Centergy.WI>

**Wisconsin Department of Agriculture, Trade and Consumer Protection**<https://twitter.com/widatcp>   
<https://www.facebook.com/widatcp>   
<https://www.flickr.com/photos/widatcp>

**EXHIBITORS**

**Agropur Ingredients – Booth 961**<https://twitter.com/Agropur_ing><https://www.facebook.com/pages/Agropur-Ingredients/><https://www.linkedin.com/company/1040158?trk=tyah&trkInfo=tas%3Aagropur%2Cidx%3A2-3-4>

**Butter Buds Food Ingredients – Booth 1019**  
<https://twitter.com/bbuds>   
<https://www.facebook.com/bbuds?fref=ts>   
<https://www.linkedin.com/company/1210417?trk=tyah>

**CHR Hansen – Booth 3740**

<https://plus.google.com/u/0/+chrhansen/posts>

<https://twitter.com/chr_hansen>

<https://www.facebook.com/Chr.Hansen.Group>

**Clasen Quality Coatings – Booth 706**<https://twitter.com/ClasenCoatings><https://www.facebook.com/pages/Clasen-Quality-Coatings/142576942476546>  
<https://www.linkedin.com/company/clasen-quality-coatings>

**Connoils** **– Booth 2272**   
<https://twitter.com/connoilsllc>  
<https://www.facebook.com/CONNOILSNutritionalHealthBeautyIngredients>   
<https://www.linkedin.com/company/connoils-llc>

**Copesan Specialists in Pest Solutions – Booth 5042**<https://www.linkedin.com/company/copesan>

**Didion Milling Inc. – Booth 754**<https://twitter.com/didionmilling>   
<https://www.facebook.com/DidionHarvestGold?ref=hl>  
<https://www.linkedin.com/company/680187?trk=pro_other_cmpy>

**FaB Wisconsin – Booth 4956**  
<https://twitter.com/FaBWisconsin>   
<https://www.facebook.com/FabWisconsin>   
<https://www.pinterest.com/fabwisconsin/>

**Glanbia Nutritionals – Booth 2331**   
<https://twitter.com/GlanbiaPlc>   
<https://www.linkedin.com/company/26597?trk=tyah&trkInfo=clickedVertical%3Acompany%2Cidx%3A2-1-4%2CtarId%3A1432214076427%2Ctas%3Aglanbia>

**Grande Custom Ingredients – Booth 3731**<https://twitter.com/Grande_CIG>

**Grassland Dairy Products – Booth 3902**<https://twitter.com/GrasslandDairy>   
<https://www.facebook.com/GrasslandDairyProducts>

**Hydrite Chemical Company – Booth 5074**<https://www.linkedin.com/company/hydrite-chemical-co>.

**Kinsa Group – Booth 4658**<https://twitter.com/KinsaGroup>   
<https://www.facebook.com/KinsaGroup>   
<https://www.linkedin.com/company/kinsa-group>  
<https://plus.google.com/102140634963192255358/about>

**Nasco Whirl-Pak – Booth 5158**<https://twitter.com/nascomodesto>

**Rousselot, Inc. – Booth 2367**<https://twitter.com/Rousselot_NL>   
<https://www.linkedin.com/company/rousselot>

**Sensient Technologies - Booth 1931**<https://twitter.com/SensientSXT>   
<https://www.facebook.com/Sensient?ref=br_rs>   
<https://www.linkedin.com/company/12701?trk=tyah&trkInfo=clickedVertical%3Acompany%2Cidx%3A2-1-4%2CtarId%3A1432215008851%2Ctas%3Asensient%20tech>

**Simply Incredible Foods – Booth 4148**<https://www.facebook.com/SimplyIncredibleFoods>

**UW Madison Food Research Institute – Booth 4956**<https://twitter.com/FoodResearchUW> <https://www.facebook.com/FoodResearchInstitute>

**Wisconsin Department of Agriculture, Trade and Consumer Protection – Booth 4956**<https://twitter.com/widatcp>   
<https://www.facebook.com/widatcp>   
<https://www.flickr.com/photos/widatcp>

**Wisconsin Economic Development Corporation – Booth 4956**<https://twitter.com/_InWisconsin>   
<https://www.linkedin.com/company/wisconsin-economic-development-corporation>  
<https://plus.google.com/+Inwisconsin/posts><https://www.flickr.com/photos/wedc/albums>