

The Palm Beaches

SOCIAL MEDIA TOOLKIT FOR MEETING PLANNERS



SOCIAL MEDIA TOOLKIT FOR MEETING PLANNERS

Thank you for hosting your meeting in The Palm Beaches. To support your event promotion, we have created this social media toolkit to help you showcase the destination to your meeting attendees. This easy-to-use resource provides ready-made content you can quickly share across your social channels to promote your meeting and The Palm Beaches in a fun and engaging way.



GUIDE FOR TOOLKIT USE

View this PDF for easiest access to the hyperlinks. Click on videos & images links to view the webpage where the content exists. When you're ready to post, view this deck in Normal View to copy the text and video/images from these slides into your social media accounts. Add the webpage URL and share! Questions? Reach out to our team: socialmedia@thepalmbeaches.com

To access approved photos and video content for your social media posts, please use our official media library hosted on Brandfolder.
brandfolder.com/discoverthepalmbeaches/external#



OUR SOCIAL MEDIA CHANNELS

Include icons of our social media platforms

@palmbeachesfl



@thepalmbeaches



#ThePalmBeaches

This is our official hashtag used to share content and distinguish stories, photos, videos, and other information about the the diverse experiences available throughout the destination. We encourage users to post and share using this hashtag.

@palmbeacheflesp

Spanish IG Account



WELCOME & GET TO KNOW THE PALM BEACHES

Join us in The Palm Beaches, for @XXX [insert Group Name]! We are excited to experience America's First Resort Destination. Download The Palm Beaches visitor's guide to learn more about Florida's finest travel experience and start planning your trip! #ThePalmBeaches

•LINKS:

thepalmbeaches.com/blog/16-things-do-west-palm-beach

•Tags:

@palmbeachesfl
-Instagram/Facebook/X/Threads/YouTube

@thepalmbeaches
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WELCOME & BETWEEN THE SESSION EXPERIENCES

Counting down the days until XXX [insert Name of Convention] in The Palm Beaches! Take advantage of all the destination has to offer - from pristine beaches and outdoor escapes to world-class dining, shopping, wellness and cultural experiences. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/things-to-do

•TAGS:

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FUN FACT - BY THE NUMBERS

The Palm Beaches is comprised of 47 miles of beaches, 39 cities & towns, 3,200+ restaurants, 200+ cultural institutions, 145+ golf courses, and unlimited outdoor recreation. The numbers don't lie...This is Florida's finest travel experience. #ThePalmBeaches

•**LINKS:**

www.thepalmbeaches.com/things-to-do

•**TAGS:**

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•**VIDEO:**

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FUN FACT - GOLF CAPITAL

Did you know that The Palm Beaches is Florida's Golf Capital with over 145 golf courses? Make some time during your trip to tee it up at one of our renowned championship or public courses.

#ThePalmBeaches

•**LINKS:**

www.thepalmbeaches.com/explore/activities/land-activities/golf

•**TAGS:**

@palmbeachesfl
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FUN FACT - PALM BEACH INTERNATIONAL

Fly PBI! Palm Beach International Airport is an award-winning gateway to The Palm Beaches. Plus, once you land, you're only 3 miles from the convention center and the vibrant downtown West Palm Beach! #ThePalmBeaches #FlyPBI

FLY PBI: SOUTH FLORIDA'S MOST RELAXED AIRPORT

www.thepalmbeaches.com/flypbi

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EASY INFO: PALM BEACH INTERNATIONAL

Travel stress-free by flying into Palm Beach International Airport for the upcoming XXX [insert Name of Convention]. The airport offers hundreds of daily flights and is located only 3 miles to the convention center and downtown West Palm Beach! Fly PBI – it's easy, convenient, and safe.

#ThePalmBeaches #FlyPBI

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www.thepalmbeaches.com/FlyPBI

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FUN FACT – HISTORY

The Palm Beaches is known as America's First Resort Destination, built by Henry Flagler and Addison Mizner, and loved by Lilly Pulitzer and the Kennedys. Get ready to experience the iconic destination where genuine hospitality began! #ThePalmBeaches

•**LINKS:**

www.thepalmbeaches.com/explore-cities/palm-beach

•**TAGS:**

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WHERE TO DINE AT CITYPLACE

Where to dine during XXX [insert Name of Convention]: If you are staying at one of our Downtown WPB hotels, you can pop over to CityPlace for anything from coffee to a fast lunch, to delectable dinners. Check out all your options just a few steps away. #ThePalmBeaches

•LINKS:

www.cityplace.com

•TAGS:

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WHERE TO EAT ON CLEMATIS STREET

Just a few blocks away from your hotel you'll find a flavor-packed downtown West Palm Beach on bustling Clematis Street. Take a stroll or ride the Circuit Carts to the local watering holes and delish foods.

#ThePalmBeaches

•**LINKS:**

www.thepalmbeaches.com/explore-cities/clematis-street-entertainment-district

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MICHELIN-RECOMMENDED RESTAURANTS

From MICHELIN-recognized chefs to bold new dining concepts, The Palm Beaches are buzzing with culinary excitement. During XXX [insert Name of Convention], your tastebuds are in for a treat with MICHELIN Bib Gourmand picks like aioli and Palm Beach Meats in West Palm Beach, as well as MICHELIN Recommended favorites including Būccan, Coolinary and The Parched Pig, Moody Tongue Sushi, Nicholson Muir Distinguished Meats, Stage Kitchen & Bar, and The Butcher's Club.

#ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/blog/top-new-restaurants-in-the-palm-beaches-for-2025-michelin

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OUR TOP CHEFS FOR TRUE FOODIES

True foodies will want to try some of the amazing celebrity chefs around The Palm Beaches. Some places to put on your list during XXX [insert Name of Convention]: Buccan, Café Boulud, Coolinary Café, Ganache Bakery, Grato, Stage, and more. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/dine

•TAGS:

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NORTHWOOD VILLAGE - OFF THE BEATEN PATH

Looking to explore an area off the beaten path while you're here in The Palm Beaches?

@NorthwoodVillage offers an inviting, eclectic, and hip scene filled with art, dining and culture just 2 miles north of downtown West Palm Beach. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/explore-cities/northwood-village-west-palm-beach

•TAGS:

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brandfolder.com/s/srt95f2ms4cz2cfq3v975ftk



BEACHSIDE AND WATERFRONT DINING

While visiting The Palm Beaches during XXX [name of convention], enjoy your meal with a view! Here are some restaurants that offer delicious dining with breathtaking waterfront views.

#ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/blog/best-restaurants-for-waterfront-dining-in-south-florida

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OUTDOOR DINING

The Palm Beaches offer plenty of options for alfresco dining during your upcoming trip. With ideal year-round temperatures, make the most of the Florida sunshine and enjoy your meal on lush patios, covered terraces, and other open-air spaces. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/blog/outdoor-dining-shoreline-palm-beaches

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WHERE TO GRAB A QUICK LUNCH

Need a quick bite between-the-sessions? There are lots of fast-casual restaurants close to the Palm Beach County Convention Center - check out CityPlace or Clematis Street for good eats and sweet treats! #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/dine

•TAGS:

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ENJOY THE OUTDOORS

Don't want to hit the hotel gym? Enjoy the Florida sunshine in The Palm Beaches and take your workout outdoors with a run, walk, kayak or bike ride at the beach or along Flagler Drive or on the stunning Lake Trail in Palm Beach. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/blog/walking-biking-palm-beach-lake-trail

•TAGS:

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EMBRACING WELLNESS IN THE PALM BEACHES

Find your bliss in The Palm Beaches. From outdoor activities and quiet places for meditation to underwater exploration and spa experiences, there are many paths to wellness during your visit.

#ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/blog/3-day-wellness-itinerary-palm-beaches

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brandfolder.com/s/nm3jcxjtqj95g7wt2qkpvfcn



ACTIVITIES ON THE WATER

The Palm Beaches offers year-round fun in the Florida sun. Check out all the water activities available at @VisitPalmBeach with kayaks, paddleboards, jet skis, catamarans and more, just a few blocks from [event name] at the Palm Beach County Convention Center. #ThePalmBeaches #VisitPalmBeach

•LINKS:

www.thepalmbeaches.com/explore/beaches-watersports

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NEARBY THINGS TO DO - DOWNTOWN WPB

The Palm Beaches offers lots of things to see and do just blocks from the convention center while in town for the upcoming XXX [insert Name of Convention]. Check out the Norton Museum of Art, Ann Norton Sculpture Gardens, Flagler Museum, Kravis Center for the Performing Arts and more.

#ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/explore-cities/west-palm-beach

•TAGS:

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-Instagram/Facebook/X/Threads/YouTube

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FREE THINGS TO DO

Have a bit of free time before or after XXX [insert Name of Convention]? Explore some FREE experiences that make The Palm Beaches so unforgettable — like spotting wildlife along the Great Florida Birding Trail at Wakodahatchee Wetlands, learning about sea turtle rehab at Loggerhead Marinelife Center, or soaking up the sun at USA Today's Best Beach in Florida - Delray Beach!

#ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/blog/24-free-or-nearly-free-things-to-do-palm-beaches

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HOT LOCAL COFFEE SPOTS

Sip your morning cup of joe or grab an afternoon iced coffee from one of the local coffee houses. Try Subculture Coffee, Johan's Joe, Pumphouse Coffee Roasters, Salento Coffee, or Blue Mountain Coffee all within walking distance of the Palm Beach County Convention Center.

#ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/blog/ultimate-guide-hottest-coffee-shops-palm-beaches

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IT'S HAPPY HOUR - BEST DEALS & SPOTS

After a day of meetings, it's time for Happy Hour! We know where you can find the best deals. Click the link below to see the full list of local watering holes in downtown West Palm Beach.

#ThePalmBeaches

•LINKS:

<https://www.thepalmbeaches.com/blog/the-best-happy-hour-spots-in-west-palm-beach>

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TIME TO SHOP

What's a trip without some shopping? If you need some retail therapy while you are in The Palm Beaches, visit CityPlace or the Tanger Outlets Palm Beach. And be sure to check out Worth Avenue and The Royal Poinciana Plaza for some iconic shopping, Palm Beach-style!

#ThePalmBeaches

•**LINKS:**

www.thepalmbeaches.com/explore/shopping

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LIVE LIKE A LOCAL

Live like a local when visiting The Palm Beaches. Some popular entertainment for locals in downtown West Palm Beach include grabbing some goodies at the WPB Greenmarket, enjoying a free live concert at Clematis by Night, biking the Lake Trail on Palm Beach, or visiting Art After Dark at the Norton Museum of Art. #ThePalmBeaches

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www.thepalmbeaches.com/explore-cities/west-palm-beach

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SPRING TRAINING - FEBRAURY OR MARCH TO DO

Don't strike out! Be sure to catch a ballgame during your trip. The Palm Beaches is the Spring Training home base of four MLB baseball teams – Washington Nationals, St. Louis Cardinals, Houston Astros, and Miami Marlins. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/events/spring-training

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THANK YOU FOR COMING

Thank you to everyone who joined us for XXX [insert Name of Convention] in The Palm Beaches! From the stunning natural beauty and wellness escapes to world-class dining, shopping, and cultural experiences, it was an unforgettable time in paradise. We loved sharing all the things that make meetings shine brightest in America's First Resort Destination. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/explore

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THANK YOU FOR COMING/ COME BACK

We loved hosting you for XXX [insert Name of Convention] in The Palm Beaches! While the sessions may be over, there's still so much more waiting to be discovered. From pristine beaches and outdoor adventures to world-class dining, shopping, wellness, and cultural gems - consider using a little PTO (or a free weekend) to come back and experience it all at your own pace. #ThePalmBeaches

•LINKS:

www.thepalmbeaches.com/places-to-stay

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