



SOCIAL MEDIA TOOLKIT

FOR MEETING PLANNERS

Amplify your experiences in real-time during your visit to The Palm Beaches. This social media toolkit will connect your attendees and help you create posts that highlight unforgettable meetings and Between-The-Sessions experiences.

GUIDE FOR TOOLKIT USE



View this deck in Slideshow View for easiest access to the hyperlinks.

Click on images 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 images from these slides into your social media accounts.

Add the webpage URL and share!

Questions? [Reach out to our team.](#)

EASY USE SOCIAL POSTS



Follow these steps:

Facebook / LinkedIn:

1. Copy/paste the caption
2. Copy/paste the designated link
3. Wait for the hyperlink to load with an image and metadata
4. Delete the long link
5. Add relevant hashtags
6. Post!

Instagram:

1. Copy/paste the caption
2. Copy/paste the designated hashtags
3. Save and upload the accompanying photo
4. Add your event hashtag
5. Post!

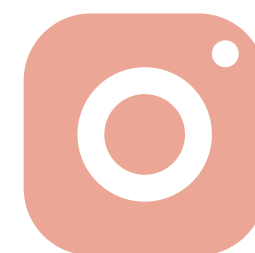
Twitter:

1. Copy/paste the caption
2. Copy/paste the designated link and hashtag
3. Save and upload the accompanying photo
4. Add your event hashtag
5. Post!



OUR SOCIAL MEDIA CHANNELS

You can find The Palm Beaches on the following channels:



#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.

WELCOME & GET TO KNOW THE PALM BEACHES

CAPTION:

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:

<https://digital.milespartnership.com/publication/?m=67813&i=746503&p=4&ver=html5>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



FUN FACT - BY THE NUMBERS

CAPTION:

The Palm Beaches is comprised of 47 miles of beaches, 39 cities & towns, 3,200+ restaurants, 200+ cultural institutions, 160+ golf courses, and unlimited outdoor recreation. The numbers don't lie...This is Florida's finest travel experience.

#ThePalmBeaches

Links:

<https://www.thepalmbeaches.com/things-to-do>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



FUN FACT - GBAC STAR ACCREDITATION

CAPTION:

The Palm Beaches is committed to your health and safety during your upcoming visit. We have achieved GBAC STAR Accreditation on a destination-wide basis, the highest industry standard for facilities, so you can relax in paradise.

#ThePalmBeaches

Links:

<https://www.thepalmbeaches.com/gbac-star%E2%84%A2-accreditation>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl
LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



FUN FACT - BEST PLACES IN FL

CAPTION:

The Palm Beaches was named One of the Best Places to Visit in Florida by Travel + Leisure. Aren't you glad @XXX [insert Group Company Name] decided to host the upcoming XXX [insert Name of Convention] here?

#ThePalmBeaches

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



FUN FACT - GOLF CAPITAL

CAPTION:

Did you know that The Palm Beaches is Florida's Golf Capital with over 160 golf courses? Make some time during your trip to tee it up at one of the renowned championship or public courses.

#ThePalmBeaches

Links:

<https://www.thepalmbeaches.com/golf>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



FUN FACT - PALM BEACH INTERNATIONAL

CAPTION:

Fly PBI! Palm Beach International Airport is ranked among the Top 5 Best U.S. airports by the CondéNast Traveler Reader's Choice Awards. Plus, once you touch down, you are only 3 miles to the convention center and downtown West Palm Beach!

#ThePalmBeaches #FlyPBI

Links:

<https://www.thepalmbeaches.com/FlyPBI>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches

FUN FACT - HISTORY

CAPTION:

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:

<https://www.thepalmbeaches.com/explore-cities/palm-beach>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl
LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Breakers



WHERE TO DINE AT THE SQUARE

CAPTION:

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

#ThePalmBeaches #PalmBeachesDining

Links:

<https://www.thepalmbeaches.com/shopping-districts/square>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Square



WHERE TO EAT ON CLEMATIS STREET

CAPTION:

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 free trolley to the local watering holes and delish foods.

#ThePalmBeaches #PalmBeachesDining

Links:

<https://www.thepalmbeaches.com/explore-cities/clematis-street-entertainment-district>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



TOP SPOTS FOR SEAFOOD

CAPTION:

Florida = Seafood! Check out some of the top options for delicious seafood during your stay in The Palm Beaches for the XXX [insert Name of Convention].

#ThePalmBeaches #PalmBeachesDining

Links:

<https://www.thepalmbeaches.com/seafood>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



OUR TOP CHEFS FOR TRUE FOODIES

CAPTION:

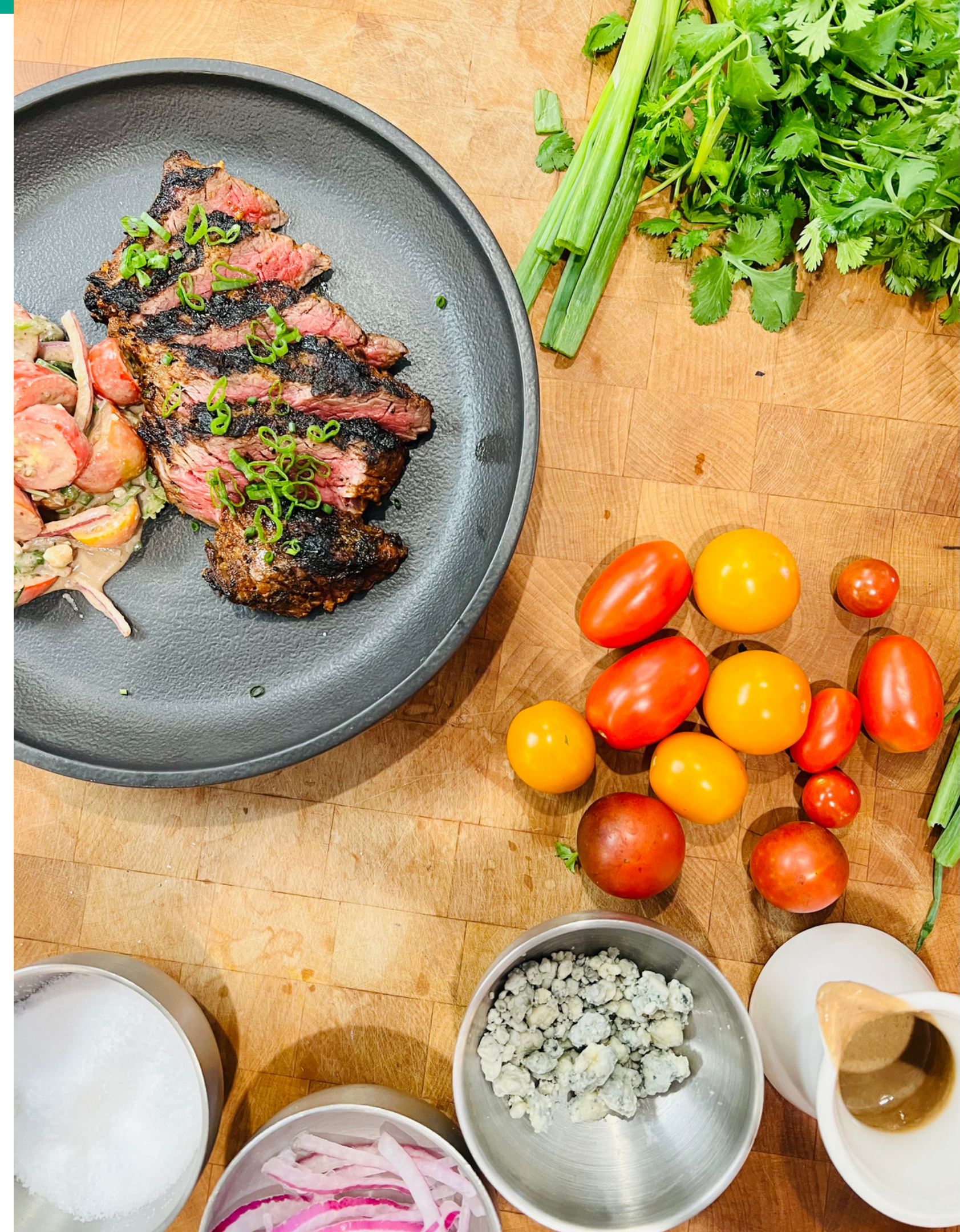
True foodies will want to try some of the amazing celebrity chefs around The Palm Beaches. Some places to put on your list during XXX [insert Name of Convention]: Buccan, Café Boulud, Coolinary Café, Ganache Bakery, The Regional Kitchen & Public House, Stage, and more.

#ThePalmBeaches #PalmBeachesDining

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl
LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



NORTHWOOD VILLAGE - OFF THE BEATEN PATH

CAPTION:

Looking to explore an area off the beaten path during your trip to 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 #NorthwoodVillage

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl
LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



MEALS WITH A VIEW - BEACHSIDE OR WATERFRONT

CAPTION:

While visiting The Palm Beaches, enjoy your meal with a view! Here are some restaurants that offer delicious dining with breathtaking waterfront views.

#ThePalmBeaches #PalmBeachesDining

Links:

<https://www.thepalmbeaches.com/blogs/best-restaurants-waterfront-dining-south-florida>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: 1000 North



OUTDOOR DINING

CAPTION:

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 #PalmBeachesDining

Links:

<https://www.thepalmbeaches.com/blogs/outdoor-dining-shoreline-palm-beaches>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



WHERE TO GRAB A QUICK LUNCH

CAPTION:

Need a quick bite between-the-sessions? There are lots of fast-casual restaurants close to the @pbc_conventioncenter - check out @TheSqaureWestPalm or Clematis Street for good eats and sweet treats!

#ThePalmBeaches #PalmBeachesDining

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



WHERE TO WORK OUT

CAPTION:

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 or bike ride at the beach or along the stunning Lake Trail in Palm Beach.

#ThePalmBeaches

Links:

<https://www.thepalmbeaches.com/blogs/walking-biking-palm-beach-lake-trail>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



EMBRACING WELLNESS IN THE PALM BEACHES

CAPTION:

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:

<https://www.thepalmbeaches.com/blogs/ways-embrace-wellness-palm-beaches>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



ACTIVITIES ON THE WATER

CAPTION:

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:

<https://www.thepalmbeaches.com/paddleboarding/visit-palm-beach>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: Visit Palm Beach

NEARBY THINGS TO DO - DOWNTOWN WPB

CAPTION:

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:

<https://www.thepalmbeaches.com/blogs/ways-embrace-wellness-palm-beaches>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: Ann Norton Sculpture Gardens



FREE TIME - SPOTS TO EXPLORE

CAPTION:

Have a bit of free time before or after XXX [insert Name of Convention]? Explore some excursions that make The Palm Beaches so original like the Jupiter Lighthouse, Loggerhead Marinelife Center, Peanut Island, Morikami Museum and Japanese Gardens, Mizner Park, and more!

#ThePalmBeaches

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



HOT LOCAL COFFEE SPOTS

CAPTION:

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 to the Palm Beach County Convention Center.

#ThePalmBeaches

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



IT'S HAPPY HOUR - BEST DEALS & SPOTS

CAPTION:

After a long convention day, it's time for Happy Hour! We know where you can find the best deals. Enjoy some cocktails and food specials at these local watering holes in downtown West Palm Beach.

#ThePalmBeaches

Links:

https://www.wpbdna.com/happy_hour

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit:

HOW TO GET AROUND WHILE YOU'RE HERE

CAPTION:

Need to get around downtown West Palm Beach? Catch a cheap or free ride to all your favorite spots with several options including the free trolley, Circuit electric carts, and even scooter rentals. Plus, hop on Brightline or TriRail for your airport transportation or for a quick day trip.

#ThePalmBeaches

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



TIME TO SHOP

CAPTION:

What's a trip without some shopping? If you need some retail therapy while you are in The Palm Beaches, visit close by Rosemary The Square 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:

<https://www.thepalmbeaches.com/shopping>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



LIVE LIKE A LOCAL

CAPTION:

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

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



EASY INFO: PALM BEACH INTERNATIONAL

CAPTION:

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

Links:

<https://www.thepalmbeaches.com/FlyPBI>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: Palm Beach International Airport



SPRING TRAINING - FEBRAURY OR MARCH TO DO

CAPTION:

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:

<https://www.thepalmbeaches.com/spring-training>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



SUNFEST - IN APRIL / MAY

CAPTION:

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:

<https://www.thepalmbeaches.com/spring-training>

Tags:

Instagram/Facebook/Twitter - @palmbeachesfl

LinkedIn/TikTok/Pinterest - @thepalmbeaches

Credit: The Palm Beaches



The Gentler Side of Florida Awaits.

Questions?
[Contact our team.](#)

