## ULTIMATE BOAT SHOW INSIDER GUIDE

## CONSUMER SOCIAL COPY – FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN

**Social Accounts to Tag:**

* **Facebook:** [**@DiscoverBoating**](https://www.facebook.com/discoverboating)
* **Instagram:** [**@discoverboating**](https://www.instagram.com/discoverboating/)
* **Twitter:** [**@discoverboating**](https://twitter.com/discoverboating)

**Trackable Links:** Use these links in your social posts to help us track the power of unifying our industry’s voice on social media.

* **Ultimate Boat Show Insider Guide:** 
  + [**Facebook**](https://www.discoverboating.com/boat-shows/boat-show-guide?utm_source=NMMA&utm_medium=Toolkit_Facebook&utm_campaign=Boat%20Show%20Insider%20Guide&utm_content=Landing%20Page)
  + [**Instagram**](https://www.discoverboating.com/boat-shows/boat-show-guide?utm_source=NMMA&utm_medium=Toolkit_Instagram&utm_campaign=Boat%20Show%20Insider%20Guide&utm_content=Landing%20Page)
  + [**Twitter**](https://www.discoverboating.com/boat-shows/boat-show-guide?utm_source=NMMA&utm_medium=Toolkit_Twitter&utm_campaign=Boat%20Show%20Insider%20Guide&utm_content=Landing%20Page)
  + [**LinkedIn**](https://www.discoverboating.com/boat-shows/boat-show-guide?utm_source=NMMA&utm_medium=Toolkit_LinkedIn&utm_campaign=Boat%20Show%20Insider%20Guide&utm_content=Landing%20Page)

**Social Copy Examples:**

Missed [#boatshows](https://www.instagram.com/explore/tags/boatshows/) this year? Get your fix with the Ultimate Boat Show Insider Guide!  
The scoop on all things boating in 2021—from the latest boating trends and products to expert tips on everything you need to get started! ⚓ ▶️ link in bio ◀️

**(For Instagram posts, place** [**THIS Link**](https://www.discoverboating.com/boat-shows/boat-show-guide?utm_source=NMMA&utm_medium=Toolkit_Instagram&utm_campaign=Boat%20Show%20Insider%20Guide&utm_content=Landing%20Page)**)**

Planning your next #boating adventure? Explore the latest tips and trends in the ✨ Ultimate Boat Show Insider Guide✨ -- your fast pass to all things boating in 2021.

Here’s your 🎟 to boating fun: the Ultimate Boat Show Insider Guide – a round-up of products, expert advice & inspiration to help you get set for #boatingseason.

With this year’s 🚤 show a no-go 🤔 wondering what’s new? Introducing the Ultimate Boat Show Insider Guide. Get the scoop on hot products, expert tips, unexpected boating destinations and more!