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**Upcoming Event: 2021 Latino Business and Entrepreneurship Summit**

**Social Media Toolkit**

The Aspen Institute’s Latinos & Society Program is presenting the 2021 Latino Business and Entrepreneurship Summit on Wednesday, October 27. The following is a social media toolkit to help promote registration for this hybrid event. To make sharing easier, the toolkit includes the following resources:

* Full and shortened links to the registration website
* Sample posts for Facebook, LinkedIn, and Twitter
* Suggested hashtags
* Twitter handles for event speakers

**Website Links**

*The following are links to the GIGS website to use in social media posts*:

* Full registration link: <https://www.aspeninstitute.org/events/latino-business-entrepreneurship-summit-2021-fostering-economic-resiliency-in-latino-cities-communities/>
* Shortened link: <https://bit.ly/3C8A5NH>

**Sample Posts for Facebook**

**Post 1:**

Latino entrepreneurs are starting businesses nearly twice as fast as the national average. However, Latino businesses were the hardest hit by the #COVID crisis, making it more difficult for them to reach their full economic potential.

Join the @AspenInsitute’s Latinos & Society Program for the 2021 Aspen Latino Business and Entrepreneurship Summit Wednesday, October 27 to hear from cross-sector leaders and innovators on how to boost and sustain the local Latino business economy.

The #LBESummit will be live-streamed so that anyone who is interested in exploring new approaches to elevating the economic power of Latino business owners can attend.

RSVP today: <https://bit.ly/3C8A5NH>

#LatinosAdvance #InclusiveEconomy

**Post 2**:

On Wednesday, October 27, national and local leaders from the business, community, policy and civic sectors will come together for the 2021 Aspen Latino Business and Entrepreneurship Summit, presented by the @AspenInstitute’s Latinos & Society Program.

This day-long event, which is being live-streamed for a general audience, will highlight emerging ideas and promising practices to create and strengthen more equitable ecosystems that support Latino entrepreneurs, and it will share insights and experiences from the front lines to influence national policy.

RSVP to attend the #LatinoBizSummit today!

<https://bit.ly/3C8A5NH>

#LatinosAdvance #InclusiveEconomy

**Post 3**:

How do we foster economic resilience in Latino cities and communities?

Join cross-sector leaders from the six cities participating in the @AspenInstitute’s City Learning Action Lab for the 2021 Aspen Latino Business and Entrepreneurship Summit on Wednesday, October 27 to discuss this question and more.

Through a series of plenary sessions, the #LatinoBizSummit, which is being streamed live for a general audience, will cover everything from Latina entrepreneurs and digital inclusion to capital access and the policies, practices and systems that Latino businesses need to recover, grow and thrive during these uncertain times.

RSVP to attend: <https://bit.ly/3C8A5NH>.

#LatinosAdvance #InclusiveEconomy

**Post 4**:

The #LatinoBizSummit, hosted by @AspenInstitute’s Latinos & Society Program on Wednesday, October 27, is convening top leaders from the public, private and civic sectors to identify policies, practices and systems needed to enable Latino business to recover from the impacts of #COVID19.

Learn more about the speakers scheduled to appear at the 2021 Aspen Latino Business and Entrepreneurship Summit, then sign up to join the live stream event.

<https://bit.ly/3C8A5NH>

#LatinosAdvance #InclusiveEconomy

**Post 5:**

There is still time to register for the 2021 Aspen Latino Business and Entrepreneurship Summit on Wednesday, October 27!

Join the #LatinoBizSummit live stream, presented by @AspenInstitute’s Latinos & Society Program, to hear from cross-sector leaders and innovators on how to boost and sustain the local Latino business economy.

Learn more and register today.

<https://bit.ly/3C8A5NH>

#LatinosAdvance #InclusiveEconomy

**Sample Posts for LinkedIn**

**Post 1:**

Latino entrepreneurs are starting businesses nearly twice as fast as the national average. However, Latino businesses were the hardest hit by the #COVID crisis, making it more difficult for them to reach their full economic potential.

Join the @aspen-institute-latinos-and-society-program for the 2021 Aspen Latino Business and Entrepreneurship Summit Wednesday, October 27 to hear from cross-sector leaders and innovators on how to boost and sustain the local Latino business economy.

The #LatinoBizSummit will be live-streamed so that anyone who is interested in exploring new approaches to elevating the economic power of Latino business owners can attend.

RSVP today: <https://bit.ly/3C8A5NH>

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<https://bit.ly/3C8A5NH>

#LatinosAdvance #InclusiveEconomy

**Post 5:**

There is still time to register for the 2021 Aspen Latino Business and Entrepreneurship Summit on Wednesday, October 27!

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Learn more and register today.

<https://bit.ly/3C8A5NH>

#LatinosAdvance #InclusiveEconomy

**Sample Posts for Twitter**

*The following are sample posts to share on Twitter:*

**Post 1:**

Latinos are starting businesses 2X as fast as the national average, but they were hardest hit by #COVID19. Join @AspenLatinos for the #LatinoBizSummit on 10/27 to hear from cross-sector leaders on how to boost & sustain the local Latino economy. RSVP: https://bit.ly/3C8A5NH

**Post 2:**

The #LatinoBizSummit on 10/27 will be live-streamed so that anyone who is interested in exploring new approaches to elevating the economic power of Latino business owners can attend. RSVP today: <https://bit.ly/3C8A5NH> #LatinosAdvance #InclusiveEconomy

**Post 3**:

On 10/27, national & local leaders from the business, community, policy & civic sectors will come together for the #LatinoBizSummit, presented by @AspenInstitute’s @AspenLatinos. Register here: <https://bit.ly/3C8A5NH> #LatinosAdvance

**Post 4:**

The @AspenLatinos’ #LatinoBizSummit on 10/27 will focus on promising practices to create & strengthen ecosystems to support Latino entrepreneurs, & share insights from the front lines to influence national policy. RSVP: <https://bit.ly/3C8A5NH> #LatinosAdvance

**Post 5**:

How do we foster economic resilience in Latino cities and communities? Join the @AspenLatinos’ #LatinoBizSummit on 10/27 to discuss this question and more. Register here: <https://bit.ly/3C8A5NH>. #LatinosAdvance #InclusiveEconomy

**Post 6**:

.@AspenLatinos’ #LatinoBizSummit on 10/27 will feature plenary sessions that cover everything from Latina entrepreneurs & digital inclusion to capital access. Learn more & register to attend: <https://bit.ly/3C8A5NH>. #LatinosAdvance #InclusiveEconomy

**Post 7**:

Learn more about the top leaders from the business, community & civic sectors that are appearing at the @AspenLatinos’ #LatinosBusinessSummit, then sign up to join the live stream event: <https://bit.ly/3C8A5NH> #LatinosAdvance #InclusiveEconomy

**Post 5:**

There is still time to register for @AspenLatinos’ #LatinoBizZSummit on 10/27! Join us to discuss how to boost & sustain the local Latino business economy. Learn more & register today: <https://bit.ly/3C8A5NH> #LatinosAdvance #InclusiveEconomy

**Hashtags**

*The following are hashtags to include in your social media posts to increase visibility:*

* #LatinoBizSummit
* #LatinosAdvance
* #InclusiveEconomy

**Twitter Handles**

*The following is a list of Twitter handles for #LatinoBizSummit speakers and their organizations:*

* **Dr. Alex Alonso**, Chief Knowledge Officer, SHRM: @SHRM
* **Janie Barrera**, President, CEO and Founder, LiftFund: @LIftFundUS
* **Henry Cisneros**, Chairman, American Triple I Partners and former Secretary of the U.S. Department of Housing and Development: @HenryGCisneros
* **Jaime di Paulo,** President and CEO, Illinois Hispanic Chamber of Commerce: @jaime\_dipaulo
* **Marcela Escobar-Alava**: N/A
* **Robert Field**, City Manager, City of San Bernardino: @sbcitygov
* **Greg Gershuny**,Executive Director, Aspen Institute Energy and Environment Program: @GregGershuny
* **Bruce Katz,** Co-Founder and inaugural Director, Drexel University’s Nowak Metro Finance Lab: @bruce\_katz
* **Domenika Lynch**, Executive Director, Aspen Institute Latinos and Society: @domenikaLynch
* **Mark Madrid**, Associate Administrator, Office of Entrepreneurial Development, U.S. Small Business Administration: @SBAgov
* **Gloria Martinez**, Owner, NEO Broadband: @NEOBroadband
* **Jose Martinez**, Executive Vice President, Chicanos Por La Causa and President, Prestamos CDFI, LLC: @PrestamosCDFI and @CPLCdotORG
* **Eugene Montoya**, Climate Change Specialist, Public Affairs Sustainability Group, Wells Fargo: @WellsFargo
* **Martha Montoya**, CEO, AgTools: N/A
* **Hector Mujica**, Economic Opportunity Lead, Americas, Google.org: @hdmujica
* **Beto Pallares**, President and CEO, Joseph Advisory Services: @betopallares
* **Daniel Porterfield**, PhD, President and CEO, Aspen Institute: @DanPorterfield
* **Rosa Santana**, Founder and Chief Executive Officer, Santana Group: N/A
* **Marlena Sessions**, Director, San Bernardino County Workforce Development Board: @marlenasessions
* **Myrna Sonora**, Regional Vice President, South Florida, Prospera: @ProsperaUSA
* **Lisa Urias,** Chief Program and Community Engagement Officer, Arizona Community Foundation: @lisaUrias1
* **Mike Valdes-Fauli**, President and CEO, Pinta: @MikeValdesFauli