**GS1 GDSN Social Media activation campaign**

**Find here a set of drafts GS1 Global Office prepared for your social media activation campaign. Each table below covers one social media platform: Twitter, LinkedIn, Facebook.**

Drafts for Linkedin:

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| **Message (benefit)** | **#** | **Post (draft to paste or adapt)** |
| Data Quality: Eliminate manual processes and reduce errors, generating quality | 1-1 | Everybody makes mistakes, but #GDSN helps reduce human error (to as low as zero for some users\*) so suppliers and retailers can trust the #data they send and receive. Learn more: <<LINK>> *\*as shown in a recent case study.* |
| 1-2 | When retailers want to simplify #data exchange with manufacturers, they turn to GS1 #GDSN, reducing human error and improving data quality. Learn more: <<LINK>> |
| 1-3 | Partnering with a #GDSN data pool can help your #healthcare Group Purchasing Organisation provide suppliers with feedback on the quality and completeness of their medical devices and medicine information. Learn how: <<LINK>> |
| Consumers/patients benefit: Enable brand transparency to consumers and patients | 2-1 | About one-third of the global population is part of Gen Z, a consumer group that increasingly values #data #transparency. Be prepared to meet their needs with @GS1 #GDSN, which enables brand transparency to consumers and patients. Learn how: <<LINK>> |
| 2-2 | #data is the key to omni-channel commerce all the way from sales to customer satisfaction. Here is how @GS1 #GDSN can fuel your company's #digitaltransformation: <<LINK>> |
| One source: Share real-time product content with all trading partners simultaneously | 3-1 | Sharing is caring! Giving your trading partners immediate access to the most current, consistent and complete product #data will help them inspire and build #consumertrust. Learn more about how #GDSN can help: <<LINK>> |
| 3-2 | With @GS1 #GDSN, your trading partners can immediately access the most current and complete product information, as high-quality product content is uploaded and shared automatically. Learn more: <<LINK>> |
| Efficiency: Decrease data management time and costs | 4-1 | Lower #data input times means lower costs for your #retail partners. Learn how @GS1 #GDSN can help reduce your data input times to zero: <<LINK>> |
| 4-2 | One retailer cut product confirmation time to zero, saving 8-10 minutes per product multiplied by thousands of products\*. Learn how @GS1 #GDSN can help your business: [LINK]  *\*as shown in a recent case study.* |
| Speed: Bring new products to market quickly and easily | 5-1 | The @GS1 Global Data Synchronisation Network (#GDSN) empowers retailers to bring new products to market quickly and easily. Learn how: <<LINK>> |
| 5-2 | #GDSN has accelerated product information turn times for two Group Purchasing Organisations from 3-6 months to an average of 3 weeks. Learn how GDSN can help your business: [LINK] *\*as shown in a recent case study.* |
| General brand awareness | 6-1 | #GDSN helps your business win by making product information accessible and accurate. Learn more: <<LINK>> |
| 6-2 | The world's largest product #data exchange network is helping businesses like yours succeed every day. Find out how: <<LINK>> #GDSN |
| 6-3 | No business is too small for @GS1 #GDSN. Whether you have 1 employee or 10,000, you need to share timely, reliable product information with your trading partners. Find out how GDSN can help: <<LINK>> |
| 6-4 | With #GDSN, your trading partners can immediately access the most current and complete product information, as high-quality product content is uploaded and shared automatically. Learn more: <<LINK>> |
| 6-5 | If your company sends or receives product information, you can use #GDSN by subscribing to our data pool. We synchronise your product content with all your trading partners so that you can distribute reliable data to all markets simultaneously. Learn more: <<LINK>> |

Drafts for Twitter:

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| **Message (benefit)** | **#** | **Post (draft to paste or adapt)** |
| Data Quality: Eliminate manual processes and reduce errors, generating quality | 1-1 | Everybody makes mistakes, but #GDSN helps reduce human error, so suppliers and retailers can trust the #data they share and receive. Learn more: <<LINK>> |
| 1-2 | Outdated product #data is bad product data! With @GS1 #GDSN you won't be left behind. Learn more: <<LINK>> |
| 1-3 | In #healthcare, accurate #data enables safer and better treatments. #GDSN reduces errors and ensures your data is accurate and safe—meaning greater #patientsafety. Learn how: <<LINK>> |
| 1-4 | Improving data quality on 2,000 SKUs\* in just three months seems impossible, but a recent GDSN case study shows one brand made it a reality. Learn more about #GDSN: <<LINK>> *\*as shown in a recent case study.* |
| Consumers/patients benefit: Enable brand transparency to consumers and patients | 2-1 | Your customers care about #data #transparency. Make sure you can provide it with @GS1 #GDSN. Learn how: <<LINK>> |
| 2-2 | From sales to customer satisfaction, #data is the key to omni-channel commerce. Learn how @GS1 #GDSN can fuel your company's #digitaltransformation. <<LINK>> |
| 2-3 | #GDSN helps your company utilise product information beyond the #supplychain. |
| 2-4 | With quality product data, a hospital can have the right product at the right time, in the right place, for patient care. Learn More: <<LINK>> |
| One source: Share real-time product content with all trading partners simultaneously | 3-1 | Share up-to-date, high-quality product information with ALL your retailers in real-time with @GS1 #GDSN Learn more: <<LINK>> |
| 3-2 | Sharing is caring! With #GDSN, your trading partners have immediate access to the most current and complete product information. Learn more: <<LINK>> |
| 3-3 | With @GS1 #GDSN, high-quality product data is automatically uploaded and shared with all your trading partners. Learn what #GDSN can do for you: <<LINK>> |
| Efficiency: Decrease data management time and costs | 4-1 | #GDSN decreases data management time and costs. Find out how: <<LINK>> |
| 4-2 | Time is money! Luckily, #GDSN can save you both. Learn how: <<LINK>> |
| 4-3 | Lower data input times means lower costs for retailers and manufacturers. Learn how #GDSN can help reduce your data input time to zero: <<LINK>> |
| Speed: Bring new products to market quickly and easily | 5-1 | The GS1 Global Data Synchronisation Network (#GDSN) empowers suppliers and retailers to bring new products to market quickly and easily. Learn how: <<LINK>> |
| 5-2 | How do suppliers get product information into digital catalogues so fast? #GDSN is how! Learn more: [LINK] |
| 5-3 | How can your #startup scale to thousands of retail locations quickly? With quality #data via #GDSN. Learn more: [LINK] |
| General brand awareness | 6-1 | What drives success for your business? Easy access to accurate product information. #GDSN Learn more: <<LINK>> |
| 6-2 | We're proud to be part of the world's largest product data exchange network. You can be too: <<LINK>> #GDSN #DataQuality |
| 6-3 | Are your products part of the world's largest product data network? If not, you could be missing out. Get on board: <<LINK>> #GDSN |
| 6-4 | Companies of all sizes need timely and reliable product information. #GDSN makes it possible to share that information seamlessly. Find out how: <<LINK>> |
| 6-5 | Think your business is too small for GS1 #GDSN? Think again. Even a #smallbusiness needs to share timely, reliable product information. Learn more: <<LINK>> |
| 6-6 | With #GDSN, high-quality product data is automatically uploaded and shared with your trading partners. Learn more: <<LINK>> |
| 6-7 | Does your company need to send or receive product master data? Then you can take advantage of #GDSN. Find out how: <<LINK>> |
| 6-9 | Dreaming of a seamless shopping experience for consumers across every channel? #GDSN allows Brand Owners to provide Retailers and other data recipients consistent product master data to list, store, move, and sell products across all channels. Learn more: <<LINK>> |

Drafts for Facebook:

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| **Message (benefit)** | **#** | **Post (draft to paste or adapt)** |
| Data Quality: Eliminate manual processes and reduce errors, generating quality | 1-1 | Does your company want to simplify its #data exchange with manufacturers? #GDSN has the answer by reducing human error and improving #dataquality. Learn more: <<LINK>> |
| 1-2 | Don't get left behind by your outdated product #data. Keep up with the #digitaltransformation and ensure that your product information inspires trust and confidence in consumers with #GDSN Learn more: <<LINK>> |
| Consumers/patients benefit: Enable brand transparency to consumers and patients | 2-1 | About one-third of the global population is part of Gen Z, a consumer group that values #data transparency more and more. Meet their needs with #GDSN, which enables brand transparency to consumers and patients. Learn how: << Link to your one of your webpages >> |
| 2-2 | To the #supplychain and beyond. #GDSN can help your company move product data seamlessly from manufacturers to retailers to consumers. Learn more: <<LINK>> |
| One source: Share real-time product content with all trading partners simultaneously | 3-1 | Do you need to share up-to-date, high-quality product information with all your retailers in real-time? You can with #GDSN Learn more: <<LINK>> |
| 3-2 | Group Purchasing Organisations are using GS1 GDSN to share accurate and complete up-to-date, reliable, high-quality master data via one channel to the hospitals they serve. Learn what #GDSN can do for you: <<LINK>> |
| Efficiency: Decrease data management time and costs | 4-1 | #GDSN decreases #data management time and costs, helping your organisation benefit from quality data while saving money. Learn how: <<LINK>> |
| 4-2 | How can your #smallbusiness or #startup balance the need for quality #data with reduced costs? With #GDSN Learn more: <<LINK>> |
| Speed: Bring new products to market quickly and easily | 5-1 | For a #smallbusiness or #startup, quickly bringing new product information to market can seem daunting, but it doesn't have to. Learn how #GDSN can help: [LINK] |
| General brand awareness | 6-1 | At [DP NAME], we are proud to be part of the world's largest product #dataexchange network. You can be too: #GDSN |
| 6-2 | Any company, big or small, can share high-quality product information seamlessly with #GDSN — which benefits consumers and patients. Find out how: <<LINK>> |
| 6-3 | Brand owners can send consistent, high quality #data to their #retail, #healthcare, #grocery and #marketplace trading partners seamlessly with #GDSN. Learn how: <<LINK>> |
| 6-5 | A seamless shopping experience for your consumers across every channel isn't a dream—it’s a reality. With the GS1 Global Data Model, the product attributes you need to list, store, move, and sell your products worldwide are consistently defined and updated. Learn more: <<LINK>> |