

The Toshiba logo is displayed in red, bold, sans-serif capital letters.

# SOCIAL MEDIA GUIDE NRF 2020

## MOMENTS THAT **INSPIRE**



Toshiba empowers retailers to create moments that inspire: moments that inspire retailers to better understand their customers, moments that inspire associates to provide personalized customer service and moments that inspire shoppers to feel joy, loyalty, comfort, ease and everything in between.

### SUGGESTED POSTS:

We have created some suggested posts for you to share on your own social media channels. Feel free to add in extra information about solutions you will be demoing in your booth as they relate to Toshiba.



#### Your Social Media Handle

What inspires you? Discover [#MomentsThatInspire](#) retailers, customers and associates at [#NRF2020](#). Visit us in [your booth #] and demo the [Toshiba Commerce handle] [solution or product] to get inspired.

 Like  Comment  Share



#### Your Social Media Handle

We are proud to create [#MomentsThatInspire](#) together with our partner [Toshiba Commerce handle]. Come see us [optional content on specific solutions to demo in booth] at [#NRF2020](#) in [your booth #]

 Like  Comment  Share

We will be tracking our hashtags so we encourage you to use [#MomentsThatInspire](#) in your social posts so we can like and share on our own channels. Throughout NRF we will be posting about our booth demos, Big Ideas Session and our partners, so we encourage you to follow us and share our content on your own channels as well.

### HASHTAG:

[#MomentsThatInspire](#)

### CHANNELS:

Twitter  
[@ToshibaCommerce](#)

Facebook  
[Toshiba Commerce](#)

LinkedIn  
[Toshiba Commerce](#)

YouTube  
[toshibacommerce](#)

### WEBSITE/MEDIA KIT:

[www.MomentsThatInspire.Shopping](#)

\*This page goes live on January 8, 2020.  
Do not distribute this link publicly until after that date.

### BOOTH LOCATION:

Level 3 | Booth #3319

### ADDITIONAL INFO:

For more information or to collaborate on a joint social media strategy, please contact [social@toshibagcs.com](mailto:social@toshibagcs.com)