

Social Media Guide for Directors

Thanks so much for helping to promote the new Startup Grind Membership – it means the world to us! This guide contains everything you'll need (copy templates + design) to spread the word. If you have questions, please contact our Marketing Communications team at [marcomm@startupgrind.com].

About the Membership

The Startup Grind Membership is a virtual membership that allows those immersed in the startup and tech worlds to connect with each other through an exclusive global network *and* gain access to uniquely tailored opportunities, including curated content, intimate roundtables, investor introductions, partner discounts, and more. The membership will be available to individuals, startup teams, and partner organizations. [See our “Quick Overview” document to get a more detailed summary.](#)

Launch Timeline

As of now, we're launching the Startup and Partner Memberships in May, with an individual (Solo) Membership coming soon.

- May 12th, 2020 – Launch of Growth/Grind Startup Membership
- May 12th, 2020 – Launch of Partner Membership
- *Coming Soon – Launch of Solo Membership*

Promotion Opportunities

We're hoping to reach as many people as possible for the first launch in early May. It'd be *incredibly* helpful if you can share news of the membership with your network. You can help us generate buzz by doing any (or all!) of the following **on May 12th, 2020** and in the following weeks:

- Share on social media (Twitter, LinkedIn, Facebook, etc.)
 - ◆ Please prioritize **retweet** or **share** from our main Startup Grind channels, we will post those links in this doc once published.
- Add a plug for the membership in a newsletter
- Add a plug for the membership on an event page
- Send a direct email to anyone in your network who you think might be interested

Below we've added social templates + design assets you can use for the scenarios above.

Social Posts to Retweet or Share Link:

[Twitter](#)

[Instagram](#)

[Linkedin](#)

[Facebook](#)

Come back for more updates!

Sample Copy for Original Posts:

Big news from the @startupgrind team – they just created a new online membership to support #startups! This gives the startup community access to great curated content, intimate roundtables, investor introductions, partner discounts, and more. Check it out:

<https://about.startupgrind.com/membership/#membership-welcome>

I'm super excited to share that @startupgrind has a new online membership. Things have changed over the last few months and this membership gives the startup community access to a great online network and high-value opportunities. See for yourself!

<https://about.startupgrind.com/membership/#membership-welcome>

Stay connected no matter where you are! @StartupGrind has launched a new membership for #startups. Get exclusive content, investor introductions, partner discounts, and much more.

Check it out <https://about.startupgrind.com/membership/#membership-welcome>

Sample Copy for Newsletter or Event Page Announcements:

Introducing the Startup Grind Membership

Big news from the Startup Grind team – they just launched a new virtual membership. It brings the best of Startup Grind's global community – which commonly gathers *offline* at live events – online. Members get to connect with each other via a members-only global network *and* gain access to uniquely tailored opportunities, including curated content, intimate roundtables, investor introductions, partner discounts, and more.

This is a supercharged resource for startups, chapter directors, companies looking to support the startup community, and anyone deeply immersed in the tech space.

Get more info here: <https://about.startupgrind.com/membership/#membership-welcome>

Sample Copy for a Direct Outreach Email:

Hi _____,

I thought you might be interested in this: Startup Grind just launched a new online membership for startups. It gives the startup community members-only access to some pretty interesting content and opportunities (like investor introductions).

Anyway, you came to mind as someone who might be interested in this! Here's the link to learn more: <https://about.startupgrind.com/membership/#membership-welcome>

Membership Creatives + Design

- [One-Pager \(Overview\)](#)
- [Promo Slide to show before/after online events](#)
- [Newsletter Banner](#)
- [Landscape \(Twitter, LinkedIn\) Promo - v1](#)
- [Landscape \(Twitter, LinkedIn\) Promo - v2](#)
- [Square \(Facebook, Instagram\) Promo - v1](#)
- [Square \(Facebook, Instagram\) Promo - v2](#)