



Congratulations on being nominated for the **Florida Chamber of Commerce's** Coolest.Thing.Made.in.Florida contest! This toolkit is designed to help you amplify your nomination, drive public votes, and showcase your pride in Florida manufacturing.

In this document, you'll find everything you need to promote your nomination across social media, email, internally, and more.

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Coollest Thing Made in Florida Contestant Social Media Toolkit

Key Contest Dates

Milestone	Date
Nominee Announcement	June 6
Popular Voting	June 17 – July 1
Top 32 → Top 16	July 15 – July 28
Top 16 → Top 8	August 3 – August 16
Top 8 → Top 4	August 22 – September 4
Top 4 → Top 2	September 10 – September 23
Final Round Voting	September 29 – October 13
Winner Announced	October 28

Messaging Guidelines

Do:

- Use the official hashtags: #CoolestThingMadeinFlorida #MadeInFlorida #FLManufacturing
- Tag
 - **@X (formerly Twitter):** @FLChamber
 - **Facebook & LinkedIn:** Florida Chamber of Commerce
- Be authentic, upbeat, and reflect your company's voice

Don't:

- Alter or stretch logos
- Misrepresent rules (e.g., claiming the most votes already)
- Use polarizing, political, or off-brand messaging

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Sample Social Media Captions

Include your product name, city, and any company pride!

Instagram / Facebook / LinkedIn:

1. We're in the running for the Coolest.Thing.Made.in.Florida! Our [product name], proudly made in [City], is putting Florida innovation on the map. Help us win by voting daily: www.coolestthingmadeinflorida.com #CoolestThingMadeinFlorida #MadeInFlorida #FLManufacturing
2. 🗳️ Voting is OPEN! Cast your vote daily for [Product Name] in the Coolest Thing Made in Florida contest. Let's show the world what Florida is made of! ✅
www.coolestthingmadeinflorida.com
3. Thank you for your support! We're proud to be part of this celebration of Florida's manufacturing excellence.

X (Twitter):

- We're nominated for #CoolestThingMadeinFlorida! Vote daily for [Product Name] — made right here in [City]. www.coolestthingmadeinflorida.com #MadeInFlorida

Instagram Stories / Reels (Script)

- "We're thrilled to be nominated for the Coolest.Thing.Made.in.Florida! Vote for us daily at coolestthingmadeinflorida.com and help us bring this win home to [City]!"

Downloadable Graphics

You will receive ready-to-post graphics in multiple sizes and formats:

- **Square** —
 - General / Contest Dates
 - "Vote, Vote, Vote"
 - "Vote"
 - "Help Us Advance to the Next Round!"
 - "We Made the Coolest Thing in Florida"
 - "Final Round" / "One Day Left"
 - "Proud Nominee"

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- “Top 32 Voting”
- “Top 16 Voting”
- “Top 8 Voting”
- “Top 4 Voting”
- “Top 2 Voting”
- “Final Round Voting”

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Sample Email/Newsletter Copy

Subject Line: Help Us Win the Coolest Thing Made in Florida!

Header: We’re a proud nominee—and we need your vote!

Body: We're thrilled to share that [Your Product Name] has been nominated in the Florida Chamber's Coolest.Thing.Made.in.Florida contest. As a proud Florida-based company, we're excited to showcase our innovation and hard work.

Public voting is open until [insert date], and you can vote once a day. Show your support for Florida manufacturing!

 Vote here: www.coolestthingmadeinflorida.com

Thanks for supporting local businesses!

Internal Promotion Tips

Engage your employees and community:

- Post flyers with QR codes in breakrooms and lobbies
- Run a fun staff incentive (e.g. vote daily = prize drawing)
- Ask leadership to mention the contest in meetings
- Share a company-wide calendar reminder to vote daily
- Partner with local Chamber, EDC, or school programs to spread the word

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30-Second Video Script (Optional Reel or TikTok)

Script: "Hey everyone! We're proud to share that [Product Name] has been nominated as the Coolest.Thing.Made.in.Florida! It's made right here in [City], and we need your vote. You can vote once per day through [date] at coolestthingmadeinflorida.com. Let's show the world why Florida leads in innovation and manufacturing!"

Tips:

- Use team members in the video for authenticity
- Film at your manufacturing site or with the product
- Add the vote link or QR code as on-screen text

Press Release Template

FOR IMMEDIATE RELEASE

[Your Company Name] Nominated for Florida Chamber's Coolest Thing Made in Florida Contest

[City, FL] – [Date] – [Your Company Name] is proud to announce that its [Product Name] has been officially nominated in the Florida Chamber of Commerce's Coolest.Thing.Made.in.Florida contest. This annual competition celebrates the spirit of innovation and excellence in Florida's manufacturing sector.

"We're honored to represent [City] and the Florida business community," said [Spokesperson Name], [Title] of [Company Name]. "Our team is dedicated to delivering quality, and this recognition highlights our commitment to excellence."

Floridians can vote once per day through [Voting End Date] by visiting: www.coolestthingmadeinflorida.com.

For more information on [Company Name] or [Product Name], visit [Your Website URL].

Media Contact: [Name]

[Title]

[Phone]

[Email]

Questions?

For help with your materials or promotion:

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Thank you for helping us celebrate what makes Florida cool
— your innovation!