



# DIGITAL ACTION KIT

The West Hollywood Women's Leadership Conference is celebrating its 11th annual conference providing the tools women need to lead, succeed and grow.

[www.wehowlc.org](http://www.wehowlc.org)

    [#wehowlc](https://www.instagram.com/wehowlc)



Sponsored by  
the **City of West Hollywood**

## KEY INFO

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### DATE

**Saturday, May 13, 2017**

### WEBSITE

<http://wehowlc.org>

### THEME

How to effectively launch and partake in an advocacy initiative and activism. Attendees can cultivate their leadership skills to change the world!

**Advocate. Connect. Unite.**

### HASHTAGS

Use one or two only on posts and tweets, except for on Instagram.

Primary: **#WeHoWLC**

Secondary: **#WeHo #Women #Leadership**

## SOCIAL HANDLES

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 Facebook

**WHWLC**

 Twitter

**WeHoWLC**

 LinkedIn

**WeHoWLC**

 Instagram

**WeHoWLC**

## GRAPHICS

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You can find and download images, fliers and logos for promotional use at

<http://wehowlc.org/digital-action-kit-2017/>

## FACEBOOK SAMPLE POSTS

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Join me @WHWLC to cultivate leadership skills to change the world 5/13!

Are you ready to advocate, connect and unite? @WHWLC May 13

The Women's March is over, the largest protest in U.S. history. Now what?  
@WHWLC 5/13

Early bird registration ends 4/26 for @WHWLC time to rise fierce women

Do you want to partake in women's advocacy initiatives & activism? @WHWLC

### TIPS

- **Include** one to two hashtags from suggested list on page 1 (under "Key Info" > "Hashtags")
- **Tag** speakers/facilitators, event partners, attendees or people you would like to invite to attend!

## TWITTER SAMPLE POSTS

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Join me at @WeHoWLC to cultivate leadership skills to change the world 5/13 #Leadership #WeHoWLC

Are you ready to advocate, connect and unite? @WeHoWLC May 13.  
#Women #WeHoWLC

The Women's March is over, the largest protest in U.S. history. Now what?  
@WeHoWLC 5/13 #WeHoWLC #Women

Early bird registration ends 4/26 for @WeHoWLC time to rise  
#Women of #WeHo

Do you want to partake in women's advocacy initiatives & activism?  
@WHWLC #WeHoWLC #Women

### TIPS

- **Tag** speakers/facilitators, event partners, attendees or people you would like to invite to attend!
- **Add Pls RT** in the end of your tweet.

## LINKEDIN SAMPLE POSTS

Join me @West Hollywood Women's Leadership Conference to cultivate leadership skills to change the world 5/13!

Are you ready to advocate, connect and unite? @West Hollywood Women's Leadership Conference on May 13.

The Women's March is over, the largest protest in U.S. history. Now what? @West Hollywood Women's Leadership Conference 5/13.

Early bird registration ends 4/26 @West Hollywood Women's Leadership Conference time to rise fierce women!

Do you want to partake in women's advocacy initiatives & activism? @West Hollywood Women's Leadership Conference 5/13

### TIPS

- **Include** one to two hashtags from suggested list on page 1 (under "Key Info" > "Hashtags")
- **Tag** speakers/facilitators, event partners, attendees or people you would like to invite to attend!

## INSTAGRAM SAMPLE POSTS

Join me at @WeHoWLC to cultivate leadership skills to change the world 5/13

Are you ready to advocate, connect and unite? @WeHoWLC May 13.

The Women's March is over, the largest protest in U.S. history. Now what? @WeHoWLC 5/13

Early bird registration ends 4/26 for @WeHoWLC time to rise Women of WeHo

Do you want to partake in women's advocacy initiatives & activism? @WHWLC

### TIPS

- **Hashtags:** #WeHoWLC  
#WeHo #Women #Leadership  
#Advocacy #Activism  
#WomensMarch #BetheChange  
#InstaGood #4Change  
#Empowerment #Equality  
#Community #GenderEquality  
#WomensEquality
- **Tag!**