



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

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



Sponsored by
the **City of West Hollywood**

KEY INFO

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

 Facebook

WHWLC

 Twitter

WeHoWLC

 LinkedIn

WeHoWLC

 Instagram

WeHoWLC

GRAPHICS

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

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

FACEBOOK SAMPLE POSTS

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 5/6 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

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 5/6 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 5/6 @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 5/6 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!**