



# DIGITAL ACTION KIT

The West Hollywood Women's Leadership Conference is celebrating its 12th 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

**Sunday, May 6, 2018**

### WEBSITE

**<http://wehowlc.org>**

### THEME

**Advocate. Connect. Unite.**

Attendees can cultivate their leadership skills to change the world!

### HASHTAGS

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

Primary: **#WeHoWLC**

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

### REGISTRATION

**<https://blueroom.formstack.com/forms/wehowlc>**

## 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-2018/>**

## FACEBOOK SAMPLE POSTS

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Join me @WHWLC to cultivate leadership skills to change the world 5/6!

Are you ready to advocate, connect and unite? @WHWLC May 6

Join us 5/6 @West Hollywood Women's Leadership Conference! Limited Space! Register Now!

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 5/6 #Leadership #WeHoWLC

Are you ready to advocate, connect and unite? @WeHoWLC May 6. #Women #WeHoWLC

Join us 5/6 @West Hollywood Women's Leadership Conference! Limited Space! Register Now!

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 5/6!

Are you ready to advocate, connect and unite? @West Hollywood Women's Leadership Conference on May 6.

Join us 5/6 @West Hollywood Women's Leadership Conference! Limited Space! Register Now!

Do you want to partake in women's advocacy initiatives & activism? @West Hollywood Women's Leadership Conference 5/6

### 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 5/6

Are you ready to advocate, connect and unite? @WeHoWLC May 6.

Join us 5/6 @West Hollywood Women's Leadership Conference! Limited Space! Register Now!

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

### TIPS

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