

SOCIAL MEDIA TOOL KIT

HELP BUILD THE EXCITEMENT!

Let's spread the word about **YWCA Inspire Luncheons: Women Rising Boldly** and create excitement for this inspirational community event. This toolkit is for partner organizations, sponsors, and individuals who are interested in helping YWCA amplify the celebration and your role in it.

Here you'll find all of the information, graphics, and sample content you'll need to help get the word out about this event on social media. We encourage you to customize the language and personalize the messages as you see fit.

QUESTIONS? Contact AnnaJoy Gillis | 206.461.4440 | luncheon@ywcaworks.org

BASICS

Website & Tickets: ywcaworks.org/luncheons

Hashtags to use on social media: #YWCAinspire #BoldWomenAre

LinkedIn page to follow: [linkedin.com/company/ywca-seattle-king-snohomish](https://www.linkedin.com/company/ywca-seattle-king-snohomish)

Facebook page to like & follow: [facebook.com/ywcaworks](https://www.facebook.com/ywcaworks)

Facebook page to tag in posts: @ywcaworks

Facebook events: [facebook.com/YWCAworks/events](https://www.facebook.com/YWCAworks/events)

Twitter to follow & tag: @ywcaworks

Instagram to follow & tag: @ywca_sks

LUNCHEON GRAPHICS TO SHARE



Download the graphics by clicking here: <https://bit.ly/2tgkspe>

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SAMPLE SOCIAL POSTS TO SHARE

Share these messages from your account, or post on the Facebook event page.

- We're excited to celebrate women rising boldly in our community with @ywcaworks. Join us at the #YWCAinspire Luncheon to share the power of women ywcaworks.org/luncheons
- Join us at the @ywcaworks Luncheon this spring to toast the women in our community, because #BoldWomenAre building the future! ywcaworks.org/luncheons
- Our local @ywcaworks is supporting the economic advancement of all women, especially women of color! Join me at the #YWCAinspire Luncheon to discover how #BoldWomenAre leading: ywcaworks.org/luncheons

For Instagram:

- @ywca_sks helps thousands of women every year achieve their dreams and thrive. Join the celebration of women rising boldly in 2020 at the #YWCAinspire luncheon ywcaworks.org/luncheons

For Table Captains:

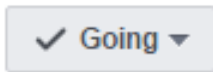
- Proud to be a table captain at the YWCA Luncheon! I can't wait to see all my friends and support this critical work for women #YWCAinspire ywcaworks.org/luncheons

For Sponsors:

- We're proud to sponsor the #YWCAinspire Luncheon and partner with @ywcaworks on this amazing event featuring bold women leading in 2020! ywcaworks.org/luncheons

RSVP ON FACEBOOK

Tell the world you're showing up for women and girls.



Make sure to RSVP to the Facebook Event for the Luncheon you're attending: facebook.com/YWCAworks/events.

Invite your friends to join the fun.

