



## NEWSLETTER & SOCIAL MEDIA OPPORTUNITIES PLUS, 2021-2022 MONTHLY THEMES

### NEWSLETTER OPPORTUNITIES

In 2021 - 2022, the Conferences for Women (CFW) will be offering sponsors the opportunity to showcase a female executive from your organization in a monthly regional newsletter. **There are 3 (three) options available and listed below:**

**Option 1: Insight Contributor: What's Inspiring You Now?** Everyone appreciates some inspiration these days! This is an opportunity for your executive to be featured by sharing a simple list of 3-5 things or people that she finds inspirational. Examples include new books, favorite podcasts, and individual women doing amazing things in the workplace, community or world.

- Select an executive and have them complete the [Insight Contributor Form](#).
- We will publish their insight on the regional website and newsletter and share it on social media (Twitter, Facebook, Instagram and/or LinkedIn) 7 or 14 days after publication to maximize exposure throughout the month.

**Option 2: Q&A Executive Spotlight:** Sponsor executives will be featured via Question & Answer features aligned with timely monthly themes. (See below.) Up to two sponsors are featured in each monthly newsletter.

**\* This is called out specifically in partnership confirmation documents**

Next steps:

- Review monthly themes provided below and identify an executive to feature
- Submit your requested month and theme to [Rlange@Conferenceforwomen.org](mailto:Rlange@Conferenceforwomen.org)
- We will then draft questions for your executive to respond to. (300 to 400 words are recommended.)
- Submit the questions and answers, along with a hi-res photo and two-sentence bio, to Lisa.
- We will publish your article on our regional website and newsletter and share it on social media (Twitter, Facebook, Instagram and/or LinkedIn) 7 or 14 days after publication to maximize exposure throughout the month.

# **SOCIAL MEDIA OPPORTUNITIES**

## **LinkedIn Feature**

### **Option 1: Creating original Content**

To demonstrate thought-leadership, your organization may wish to create original content specifically for your partnership with Conferences for Women which we will then publish on our LinkedIn pages and share directly with our audiences on said platform. You may then reshare this content anywhere you'd like within your own organization. When determining what kind of content to create and share, please remember that LinkedIn is not a sales and marketing platform in the advertising sense. An article about your product, service, or brand likely will not perform well on the platform and, as such, isn't something we would share. However, an article featuring one of your thought leaders which drives a conversation and adds value to our followers will perform well.

For example, a Q&A on one of the topics listed above is an excellent option. Or, you might consider a long-form article about a practice your organization employs to better your work environment.

### **Option 2: Content Resharing**

Provide links to your content for resharing on the Conferences for Women channels. If your team has previously created content and shared it elsewhere on *your own* platforms, such as company blogs or public-facing articles, you may provide links to that content to the Conferences for Women Social Media Director to be reshared on our LinkedIn profiles.

#### **Top themes of interest to our audience include:**

- Career advancement
- Career choices/transitions
- Communication skills
- Entrepreneurship
- Leadership skills
- Life balance
- Marketing yourself
- Personal finances (salary negotiation and retirement planning)
- Work relationships (mentoring/sponsorship/relationships with bosses and co-workers)

- [Do You Avoid Tough Conversations?](#)
- [How to Motivate High-Performing Teams](#)

Contact: Melissa Marchionna - [mmarchionna@conferenceforwomen.org](mailto:mmarchionna@conferenceforwomen.org)

## CONFERENCE FOR WOMEN SOCIAL CHANNELS FOR AMPLIFICATION:

	LinkedIn	Facebook	Twitter	Instagram
<b>Conferences for Women</b>	<a href="#">Conferences for Women</a>	<a href="#">/conferencesforwomen</a>	-	<a href="#">@conferencesforwomen</a>
<b>CA</b>	<a href="#">California Conference for Women</a>	<a href="#">/CAConferenceforWomen</a>	<a href="#">@californiacfw</a>	<a href="#">@californiacfw</a>
<b>MA</b>	<a href="#">Massachusetts Conference for Women</a>	<a href="#">/maconferenceforwomen</a>	<a href="#">@masswomen</a>	<a href="#">@masswomen</a>
<b>PA</b>	<a href="#">Pennsylvania Conference for Women</a>	<a href="#">/paconferenceforwomen</a>	<a href="#">@pennwomen</a>	<a href="#">@pennwomen</a>
<b>TX</b>	<a href="#">Texas Conference for Women</a>	<a href="#">/TexasConferenceForWomen</a>	<a href="#">@TexasWomen</a>	<a href="#">@txconfwomen</a>

## MONTHLY CFW CONTENT THEMES

Month	Themes	Copy deadline	Questions for <b>EXECUTIVE FEATURE ONLY</b>
<b>May 2021: Mental Health Awareness Month</b>	Mental and emotional well-being tips  Lessons in leadership	First Monday in April	<ol style="list-style-type: none"> <li>1. What does self-care mean to you personally and professionally?</li> <li>2. What self-care practice has made the greatest difference for you as a leader?</li> <li>3. If you could give advice to a younger woman about managing stress, what would it be?</li> </ol>
<b>June 2021</b>	Driving innovation in times of change  Embracing courage over perfectionism	First Monday in May	<ol style="list-style-type: none"> <li>1. What is one secret about innovation that no one knows?</li> <li>2. Fear can stump creativity. How do you continue driving innovation on your team during times of uncertainty?</li> <li>3. What role do diversity and inclusion play in your thinking about innovation?</li> </ol>

<b>July 2021</b>	<p>Three things I've learned about leadership</p> <p>Effective communication strategies</p>	First Monday in June	<ol style="list-style-type: none"> <li>1. What is the most important strategy that you use to communicate effectively across differences?</li> <li>2. How did you learn this? What difference has it made for you personally and professionally?</li> <li>3. If an executive is struggling with their communication, what is one way that they can quickly become more effective?</li> </ol>
<b>Aug. 2021</b>	<p>Time management tips for women who do too much</p> <p>Or: How to drive innovation</p>	First Mon. in July	<ol style="list-style-type: none"> <li>1. What time management practice has made the greatest difference for you as a leader?</li> <li>2. What is one routine that grounds you personally or professionally?</li> <li>3. What have you said "no" to recently to give yourself more time?</li> </ol>
<b>Sept. 2021</b>	<p>Personal branding advice</p> <p>Or: Advancing JEI (for national Hispanic Heritage month.)</p>	First Mon. in Aug.	<ol style="list-style-type: none"> <li>1. What does authenticity in the workplace mean for you?</li> <li>2. Has "bringing your whole self to work" been a challenge for you? If someone was struggling with that, what advice would you give them (or their organization)?</li> <li>3. Do you have a professional role model who is Latina? What have you learned from her leadership?</li> </ol>
<b>Oct. 2021</b>	<p>How to create a workable balance (for national Work &amp; Family month)</p>	First Mon. in Sept.	<ol style="list-style-type: none"> <li>1. What is one change that you have made to support the parents on your team?</li> <li>2. How have policies like this helped you personally and professionally, whether you are a parent or not?</li> <li>3. What practice has made the greatest difference to balancing your personal and professional life?</li> </ol>
<b>Nov. 2021</b>	<p>3 things I have learned from my role models (or mentors) -- for national Inspirational Role Model month.</p>	First Mon. in Oct.	<ol style="list-style-type: none"> <li>1. Who inspires you professionally?</li> <li>2. What 3 things have you learned from her (or him) about being a strong leader?</li> <li>3. If someone is struggling with finding a mentor or a role model, what advice would you give her?</li> </ol>
<b>Dec. 2021</b>	<p>How to de-stress or maintain mental wellness tips</p>	First Mon. in Nov.	<ol style="list-style-type: none"> <li>1. What are the upsides of stress? Can any good come of it?</li> <li>2. How do you identify when stress is becoming a problem? What are the first steps you take to manage it?</li> <li>3. What have you done today (or what will you do today) to de-stress?</li> </ol>