

Inspiring Women Leaders Conference

Toolkit

#GrowingTogether Social Media Campaign



THE STEPS

- 1** Find a photo or video that captures how your organization or team has adapted to the changes and challenges we have experienced this year.
- 2** Write a caption that describes how you and/or your team have been **#GrowingTogether**. Be sure to use the hashtags **#GrowingTogether** and **#IWL2021**.

- 3** Post, comment, share - repeat!

Each individual submission will be automatically entered into a drawing to win **one free conference registration** to attend IWL virtually March 8-9, 2021. This offer cannot be transferred or redeemed for other events.

**only one submission per person will be counted towards the drawing*

DEADLINE FOR SUBMISSIONS: FEBRUARY 15th, 2021

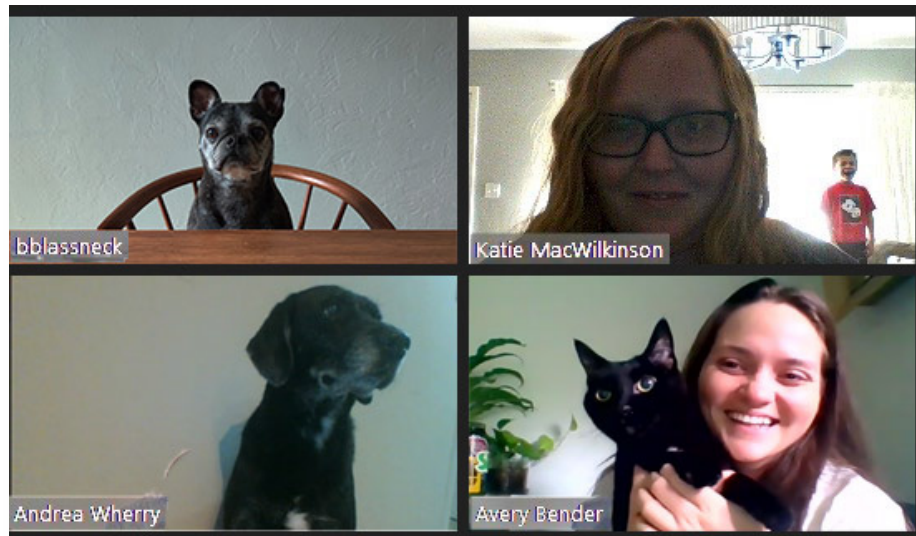
#GrowingTogether

Growing Together is the theme for IWL 2021. This phrase represents unity, openness, and making connections, while also focusing on our commonalities. Growing together means taking the time to listen and learn from each other in order to build trust and create meaningful relationships.

During these unprecedented times we have all felt the pressure to be flexible and adaptable. Despite new challenges, uncertainty and difficult working environments, there is opportunity to break through adversity stronger than ever - *that's how we grow together.*

Everyone has a story of how they have been #GrowingTogether.
We want to hear yours!

SAMPLE POST



Caption:

#GrowingTogether for the UF Conference Department means being able to connect, communicate, and navigate through virtual events with each client and team member, no matter how spontaneous or furry our new office mates may be!

#IWL2021 @UFConfDept