



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
- 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

Ask the Recruiter (for full opportunity outline):

1. Sponsor selects recruiter internally for participation and fill out form found here with: Recruiter Name, Title, LinkedIn Handle, Headshot, Selected Question, 150 character or less response
2. CFW Social Media Director creates graphic using our Ask the Recruiter Template framing the Q&A from the Sponsor submission
3. CFW Social Media Director posts Q&A on Conferences for Women LinkedIn page on scheduled date below. Series also amplified via CFW's other communication channels as well
4. Sponsor + participating Recruiter amplify via their networks.

The goal is to explore a topic with an expert related to career advancement or job seeking right now. Here are some potential topics. Please let us know if one of these resonates with your executive and we will provide them with a list of questions prior to the recording of the session. If you have another topic in mind, please feel free to share!

- Ask the Recruiter: Navigating an Early Career Job Search
- Ask the Recruiter: Finding Your Success as a Woman in Tech
- Ask the Recruiter: Leading Remote Teams
- Ask the Recruiter: Mid-Career Change

Contact: Melissa Marchionna - mmarchionna@conferenceforwomen.org

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 below 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

CONFERENCE FOR WOMEN SOCIAL CHANNELS FOR AMPLIFICATION:

	LinkedIn	Facebook	Twitter	Instagram
Conferences for Women	Conferences for Women	/conferencesforwomen	-	@conferencesforwomen
CA	California Conference for Women	/CAConferenceforWomen	@californiacfw	@californiacfw
MA	Massachusetts Conference for Women	/maconferenceforwomen	@masswomen	@masswomen
PA	Pennsylvania Conference for Women	/paconferenceforwomen	@pennwomen	@pennwomen
TX	Texas Conference for Women	/TexasConferenceForWomen	@TexasWomen	@txconfwomen

MONTHLY CFW CONTENT THEMES

Month	Themes	Copy deadline
May 2021: Mental Health Awareness Month	Mental and emotional well-being tips Lessons in leadership	First Monday in April
June 2021	Driving innovation in times of change Embracing courage over perfectionism	First Monday in May
July 2021	Three things I've learned about leadership Effective communication strategies	First Monday in June

Aug. 2021	Time management tips for women who do too much Or: How to drive innovation	First Mon. in July
Sept. 2021	Personal branding advice Or: Advancing JEI (for national Hispanic Heritage month.)	First Mon. in Aug.
Oct. 2021	How to create a workable balance (for national Work & Family month)	First Mon. in Sept.
Nov. 2021	3 things I have learned from my role models (or mentors) -- for national Inspirational Role Model month.	First Mon. in Oct.
Dec. 2021	How to de-stress or maintain mental wellness tips	First Mon. in Nov.