International Women's Week

February 28 - March 11 2022

www.investottawa.ca/iww

2022 SOCIAL MEDIA KIT
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On March 8, the world celebrates International Women’s Day.

From February 28 - March 11, 2022, our region will run the fourth Annual International Women’s Week: IWW 2022.

These jam-packed twelve days of virtual events are designed to drive our community’s shared goal – to inspire, empower and equip women in professional fields spanning tech, entrepreneurship, investment, industry government, academia, research, and non-profit.

We ask folks to join us in expediting change. This means having people across all sectors, from all walks of life, engaged in IWW 2022. That includes you!

IWW 2022 is fast approaching. Share the news with your network and help us promote! Find everything you need to spread the word in our professionally crafted kit (just keep scrolling).

If you're hosting an event, add it to our calendar. And keep an eye out for virtual activities you want to attend.

Stay in the know:

Website  Ready-to-share promo graphics

www.investottawa.ca/iww
Help us inspire, empower, and equip.

We’ve pulled together some drafted social media content and graphics to help us inspire, empower, and equip and to raise awareness for IWW 2022.

Use the content below on the social media platform of your choice. Simply click on the arrow to open up the ready-to-download graphics.

Please be sure to tag Invest Ottawa, and use #IWW2022 and #WeMeanBusiness so we can like and share!

If you have any questions, please send them to Megan Lawrence at mlawrence@investottawa.ca

Connect with us on social!

@Invest_Ottawa
@InvestOttawa
@InvestOttawa
@InvestOttawa

Hashtags
#IWW2022
#WeMeanBusiness

www.investottawa.ca/iww
IWW Event Canva Templates

We’ve pulled together some IWW branded Canva templates for you to use when promoting your IWW event. All of these templates are editable so you can choose your colour option, add your logo, event information, and much more in each template!

Simply click on the template you wish to use to open up the Canva template.

www.investottawa.ca/iww
Twitter - General
We’ve crafted content so you don’t need to. Simply copy, paste and share.

Jane Doe @JaneDoe
From February 28 - March 11, leaders across our city, our region, and country will come together to inspire, empower and equip women for #IWW2022 and beyond.

Find out what’s happening and how you can participate at https://bit.ly/3Gt91dP #WeMeanBusiness

We share a commitment with change-makers to inspire, empower, and equip women in leadership in our city and beyond

Find out how you can participate in the fourth annual International Women's Week at https://bit.ly/3Gt91dP
#WeMeanBusiness #IWW2022

Jane Doe @JaneDoe
On March 8, the world will celebrate the economic, social, cultural and political achievements of women on #IWD2022. Across Canada, we join national leaders for an entire week dedicated to this movement. https://bit.ly/3Gt91dP
#WeMeanBusiness #IWW2022

What is #IWW2022?
In Ottawa, we join forces with people across our region and beyond to create an entire week dedicated to the economic, social, cultural & political achievements of women.

Learn more: https://bit.ly/3Gt91dP #WeMeanBusiness

www.investottawa.ca/iww
Champions and allies across Canada are uniting to advance the personal and professional development of current and aspiring women leaders.


#WeMeanBusiness

We're joining leaders across the country to eliminate barriers and create opportunity for women in leadership.


#IWW2022 #WeMeanBusiness

From February 28 to March 11, 2022, we will come together to inspire, empower and equip women in professional fields spanning tech, entrepreneurship, investment, industry government, academia, research, and non-profit.

Join us for #IWW2022: https://bit.ly/3Gt91dP

#WeMeanBusiness

To advance the status of women, it will take all of us working together. Join us for the fourth annual International Women's Week: https://bit.ly/3Gt91dP

#IWW2022 #WeMeanBusiness
Twitter - Hosting an Event
We've crafted content so you don't need to. Simply copy, paste and share.

Jane Doe @JaneDoe

We’re hosting "name of event" on "date" as a part of #IWW2022.

For details and to learn more about what's happening across Ottawa, our region and country February 28 - March 11, visit https://bit.ly/3Gt91dP

#WeMeanBusiness

Jane Doe @JaneDoe

Join our International Women's Week event "name of event" on "date": "event link"

#IWW2022 #WeMeanBusiness

Jane Doe @JaneDoe

We're proud to host "name of event" in support of #IWW2022: "event link"

In collaboration with allies across Canada, we’re working to achieve an even greater impact through International Women’s Week.

Learn more: https://bit.ly/3Gt91dP #WeMeanBusiness

Jane Doe @JaneDoe

Have you registered for "name of event" in support of the fourth annual International Women's Week: "event link"?

Learn more about #IWW2022: https://bit.ly/3Gt91dP
#WeMeanBusiness

www.investottawa.ca/iww
LinkedIn

We’ve crafted content so you don’t need to. Simply copy, paste and share.

Jane Doe
@JaneDoe

From February 28 - March 11, 2022, we join changemakers across Canada for the fourth annual International Women’s Week. Our goal: create new opportunities and achieve a direct impact on the personal and professional development of women-identifying leaders.

We’re proud to join national champions and allies to inspire, empower and equip women in professional fields spanning tech, entrepreneurship, investment, industry government, academia, research, and non-profit.

To learn more, visit https://bit.ly/3GvIGMv

Jane Doe
@JaneDoe

On March 8, the world will celebrate the economic, social, cultural and political achievements of women on International Women’s Day. Across Canada, we join national leaders for an entire week dedicated to this movement.

From February 28 - March 11, 2022, champions and allies will come together to inspire, empower and equip women in leadership across tech, entrepreneurship, industry, government, academia, innovation, and non-profits.

Join us as we strive to help more women leaders impact our economy and society.

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To learn more, visit https://bit.ly/3GsQluX

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Join us as we strive to help more women leaders impact our economy and society.

Thank you.

#WeMeanBusiness | #IWW2022