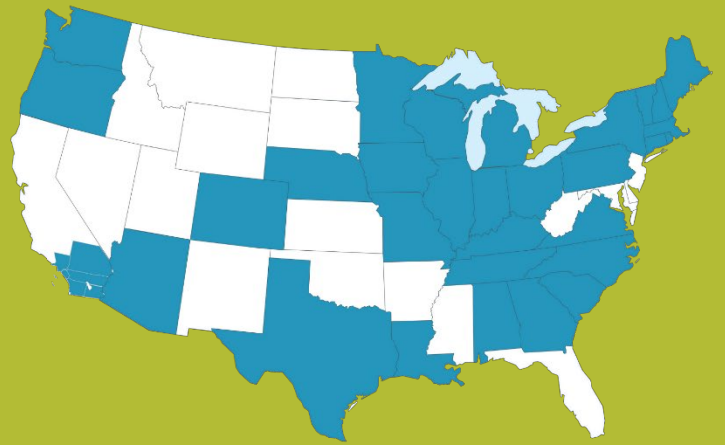


WiM CHAPTER

SOCIAL MEDIA TOOLKIT

wim
| women in
| manufacturing®



WiM Chapter Social Media Toolkit

We are excited to introduce the WiM Chapter Social Media Toolkit, your new go-to resource for promoting plant tours, networking events and the association. Designed specifically with our WiM chapters in mind, this toolkit features a variety of marketing assets to amplify your chapter's social media presence and engage your audience more effectively.

This toolkit contains:

- Sample Social Posts to create buzz and excitement.
- Eye-Catching Graphics to help your messages stand out.
- Best Practices to ensure you are maximizing the platforms and your posts.
- Photos that capture the essence of WiM events.

Whether you're a social media novice or a seasoned pro, this toolkit is here to make your job easier and your campaigns more impactful. Let's showcase the incredible activities happening across all WiM chapters!

SAMPLE SOCIAL MEDIA POSTS

LinkedIn or Facebook Messages for Plant Tours

- 1) Join [WiM CHAPTER NAME] on [DATE OF TOUR] for an exclusive tour of the [FACILITY NAME] facility! This is a fantastic opportunity to get an inside look at the operations of [one of the world's most iconic brands/insert custom verbiage].

During the tour, you'll have the chance to socialize with local WiM members and engage with the larger manufacturing community. Don't miss out on this unique experience—RSVP now to secure your spot! [insert link]

- 2) Exciting news! [WiM CHAPTER NAME] is thrilled to invite you to an exclusive tour of the [FACILITY NAME] facility on [DATE OF EVENT]. This is a unique opportunity to get an insider's look at the production processes, make new connections and engage with fellow WiM chapter members.

Don't miss out on this chance to gain insights into what makes [FACILITY NAME] an industry leader. Register today: [insert link].

LinkedIn or Facebook Messages for Networking/Social Events

- 1) Join us at the WiM [STATE] Chapter networking event at [PLACE] on [DATE] to connect with industry leaders and peers at the local level. This is your chance to expand your network, share insights and learn about the experiences of others in the manufacturing industry. Whether you're looking to collaborate on new projects, exchange ideas or build your community, this event is the perfect way to engage with like-minded professionals.

Don't miss out on this opportunity to grow both personally and professionally within our vibrant community. We can't wait to see you there!

Register here: [insert link]

2) Join Us at the WiM [STATE] Chapter Networking Event!

Are you ready to expand your professional network and share ideas with like-minded women in manufacturing? The WiM [STATE] Chapter is excited to announce our upcoming networking event, and we want YOU to be there!

WiM's social media handles:

- LinkedIn: Women in Manufacturing
- Facebook: @WomeninMFG
- Twitter: @WomeninMFG
- Instagram: @womeninmfg

SAMPLE GRAPHICS

Click on each photo to download.



Additional photos for your use can be found [here](#).

WiM's brand colors:



WiM Blue
RGB 34-150-188
Hex #2296BC



WiM Green
RGB 179-188-53
Hex #B3BC35



WiM Grey
RGB 69-85-96
Hex #455560



WiM Light Grey
RGB 147-146-146
Hex #939292

BEST PRACTICES

- Use hashtags on popular/relevant keywords
- Tag companies or sponsors that are hosting the events that you produce
- Tag speakers or partners involved in your events
- Tag Women in Manufacturing so we can see and engage with the posts you share
- Focus on responsiveness and personalization – ask questions in your posts to encourage engagement from your audience
- Respond to DMs and comments
- Repurpose top performing posts
- Use an AI platform to help draft copy for your posts
- Pre-schedule your emails on channels like LinkedIn and Facebook
- Check platform specs and requirements before posting