



SOCIAL MEDIA TOOLKIT

#USHCCLegislative

#USHCCDallas



SOCIAL MEDIA TOOLKIT

For all Legislative Summit related media posts use: **#USHCCLegislative**

Deadline of March 1, 2017 for any Legislative Summit Content

For all National Convention related media posts use: **#USHCCDallas**

Deadline of September 8, 2017 for any National Convention Content

Thank you for your interest in the USHCC's digital communications platforms. We're delighted to work with your team on promoting your work across our networks.

In order to accommodate requests, please let us know about any requests at least **one (1) week ahead** of your desired posting date.

Likewise, please include your **social media handles** in order to allow us to better amplify your content.

USHCC Social Media Accounts:

-  facebook.com/ushcc
-  twitter.com/ushcc
-  youtube.com/ushcctv
-  instagram.com/theushcc

USHCC Communications & Marketing Team:

For social media inquiries and requests, please contact:

SUSAN FARHANG
Director of Marketing
sfarhang@ushcc.com

For press, media, and other inquiries, please contact:

press@ushcc.com

Facebook:

- Please provide all language for posts, including links and hashtags.
- Every post should be accompanied by a graphic (JPEG format) or video.
- PDFs cannot be shared on Facebook, please provide a URL or JPG instead.



United States Hispanic Chamber of Commerce

January 17 at 1:59pm · Washington · 🌐

Johnson & Johnson Health and Wellness Solutions is teaming up with Plug and Play Technology Center to launch the #Health and #Wellness #Technology Accelerator. This initiative supports innovative, early-stage companies developing direct-to-consumer solutions that enhance wellness.

Applications for the first group opened January 6 and close on February 15, 2016. The program kicks off on March 31, 2016. To apply, please visit: <http://bit.ly/applyhealth>



Connected Health

Health will always be of vital importance. It's time to see the future.

PLUGANDPLAYTECHCENTER.COM

Example



Twitter:

- Please provide all language for tweets, including links and hashtags. Remember to keep tweets at 140 characters or less.
- Whenever possible, please provide graphics and/or video links.
- PDFs cannot be shared on Twitter, please provide a URL or JPG instead.



Example

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Media Blasts:

- Please provide all language, including links and hashtags.
- If providing email in a PDF, file cannot be larger than 5MB. Please note: we would strongly encourage you to send as a PDF.
- Every email blast should be accompanied by a graphic (JPEG format).

EY Entrepreneurial Winning Women™
Calling women entrepreneurs with big plans

Power of 10
A decade of women winning big

Are you a woman entrepreneur with big plans, vision and passion? Do you know a dynamic woman entrepreneur who is on track to create a major enterprise?

EY has long been a leader in advising, guiding and recognizing entrepreneurs. They have carried that leadership over into our signature program for high-potential women entrepreneurs, the **EY Entrepreneurial Winning Women™ program**.

This competitive award and leadership program identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale – and then helps them do it. The program has a tremendous impact. In fact, according to an **independent study** by the Babson College Center for Women's Entrepreneurial Leadership, revenues of program participants' companies were 54% higher than before they joined the program.

Winners join an elite business network and customized executive leadership program with year-round activities designed to help their companies grow rapidly. There are no fees associated with the program.

Eligibility requirements: Applicants must be women CEOs who have founded their privately held U.S. or Canadian companies within the last 10 years and have achieved at least \$2 million in revenue.

Questions? Please contact **Katie Johnston**, Entrepreneurial Winning Women Program Manager, North America at katie.johnston@ey.com or (408) 947-5453

[Apply now](#)

Example

We promote videos on our YouTube page on a case-by-case basis. We also cross-promote graphics on Instagram when appropriate.



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Promote the 2017 National Convention on Social Media

Facebook:

Post #1

- This year, @USHCC and @Toyota are driving America's Business Future. Be part of this journey and #LetsGoPlaces at the 2017 National Convention! Go to ushcc.com/convention to register today. #USHCCDallas

Post #2

- Join @USHCC and @Toyota at the 2017 National Convention to see how together we can Drive America's Business Future. To register, go to ushcc.com/convention. #USHCCDallas

Post #3

- #LetsGoPlaces at the 2017 National Convention, with @USHCC and @Toyota. See for yourself how the Hispanic business community is bolstering our American economy. To register, go to ushcc.com/convention. #USHCCDallas

Post #4

- Join us at the #USHCCDallas 2017 Nation Convention. Don't miss out on the opportunity to see the impact that over 4.2 million Hispanic-owned businesses have on our American economy. To register, go to ushcc.com/convention.

Twitter

Post #1

- This year @USHCC & @Toyota are Driving America's Biz Future at the 2017 National Convention. Register @ ushcc.com/convention. #USHCCDallas

Post #2

- Join @USHCC and @Toyota at the 2017 National Convention to see how together we can Drive America's Business Future. Register today at ushcc.com/convention. #USHCCDallas

Post #3

- #LetsGoPlaces at the 2017 National Convention with @USHCC and @Toyota. Register at ushcc.com/convention. #USHCCDallas

Post #4

- See the economic impact of Hispanic-owned businesses at the #USHCCDallas 2017 National Convention. Register at ushcc.com/convention.