



IWW

# International Womxn's Week

MARCH 01 - 09

[www.investottawa.ca/iww](http://www.investottawa.ca/iww)

## 2021 SOCIAL MEDIA KIT

---

# Table of Contents

---

IWW 2021	1
Informative Campaign & Hashtags	2
Twitter & Instagram: General	3
Twitter & Instagram: Organization-Specific	5
LinkedIn & Facebook	6



# International Womxn's Week

---

## On March 8, the world celebrates International Women's Day.

From March 1 – 9, our region will run the 3rd Annual International Womxn's Week: IWW 2021.

These jam-packed nine days of virtual events are designed to drive our community's shared goal – to inspire, equip and empower womxn, professionally. We ask folks to join us in expediting change. This means having people across all sectors, from all walks of life, engaged in IWW 2021. That includes you!

## Why "Womxn"?

The word “womxn” is an alternative term to the English language word “women.” We use this term to explicitly include those who identify as women, transgender women, women of colour and non-binary individuals. This choice supports our concerted effort to create a culture of belonging.

 IWW 2021 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. New events and opportunities are added every day at [www.investottawa.ca/iww-events/](http://www.investottawa.ca/iww-events/)

 **Stay in the know:**

[Website](#)

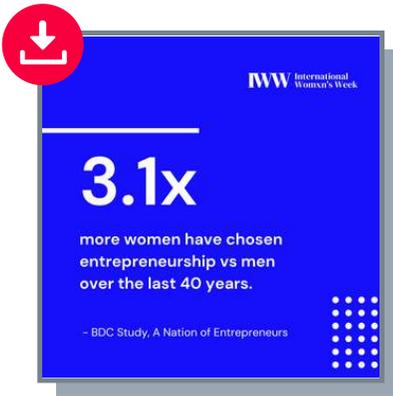
[Ready-to-share promo graphics](#)

# Information is power.

We've pulled together some data and drafted social media content to bring attention to the reality of womxn in leadership and in the workplace, and to spread awareness for IWW 2021.

Use the content below on the social media platform of your choice. Simply click on the arrow to download the graphic. Please be sure to tag Invest Ottawa and use [#IWW2021](#) and [#WeMeanBusiness](#) so we can like and share.

If you have information and resources to add, please send them to **Katie LeClair** at [kleclair@investottawa.ca](mailto:kleclair@investottawa.ca)



[A Nation of Entrepreneurs](#) | BDC Study

[Women in the Workplace 2020](#) | McKinsey & Company Report

[Global VC Funding To Female Founders Dropped Dramatically This Year](#) | Crunchbase



## Hashtags

**#WeMeanBusiness**  
**#IWW2021**

# Twitter - General

We've crafted content so you don't need to. Simply click to share on your own Twitter feed.



**Jane Doe**

@JaneDoe

From March 1-9, leaders across **#OttCity**, our region, and country will come together to inspire, empower and equip women for **#IWW2021** and beyond 🍊

Find out what's happening and how you can participate at <https://bit.ly/2YmHE0G> **#WeMeanBusiness**



**Jane Doe**

@JaneDoe

We share a commitment with change-makers to inspire, empower, and equip womxn in leadership in **#Ottcity** and beyond 🚀

Find out how you can participate in the third annual International Womxn's Week at <https://bit.ly/2YmHE0G>

**#WeMeanBusiness #IWW2021**



**Jane Doe**

@JaneDoe

On March 8, the world will celebrate the economic, social, cultural and political achievements of womxn on **#IWD2021**. Across Canada, we join national leaders for an entire week dedicated to this movement. <https://bit.ly/2YmHE0G>

**#WeMeanBusiness**  
**#ChoosetoChallenge #IWW2021**



**Jane Doe**

@JaneDoe

The proportion of investment \$\$ to female-only founders declined to 2.3%, compared to 2.8% in 2019 (via [@crunchbasenews](#)) 🙄

This is a problem that needs to be addressed **#IWW2021**.

<https://bit.ly/2YmHE0G>

**#WeMeanBusiness**

# Twitter & Instagram - General (cont'd)

We've crafted content so you don't need to. Simply click to share on your own Twitter feed.



**Jane Doe**

@JaneDoe

The number of female entrepreneurs has grown 3.1 times faster than the number of male entrepreneurs over the last 40 years. (via @BDC\_Capital) 🙌

Find out how you can participate in the 3rd annual International Womxn's Week at:

<https://bit.ly/2YmHE0G>

#WeMeanBusiness #IWW2021



**Jane Doe**

@JaneDoe

Did you know that only 3% of c-suite executives identify as women of colour? (via @McKinsey) 👤

Find out how to make an impact during International Womxn's Week, March 1-9.

<https://bit.ly/2YmHE0G>

#WeMeanBusiness #IWW2021



**Jane Doe**

@JaneDoe

Champions and allies across Canada are uniting to advance the personal and professional development of current and aspiring womxn leaders 🙌

Join the movement March 1-9 for International Womxn's Week:

<https://bit.ly/2YmHE0G>

#WeMeanBusiness #IWW2021



**Jane Doe**

@JaneDoe

We're joining leaders across the country to eliminate barriers and create opportunity for womxn in leadership 🙌🇨🇦

Visit <https://bit.ly/2YmHE0G> to find out how.

#WeMeanBusiness #IWW2021

# Twitter & Instagram - Organization Specific

We've crafted content so you don't need to. Simply click to share on your own Twitter feed.



**Jane Doe**

@JaneDoe

We're hosting "**name of event**" on "**date**" as a part of International Womxn's Week.

For details and to learn more about what's happening across Ottawa, our region and country March 1-9, visit <https://bit.ly/2YmHE0G> [#WeMeanBusiness](#) [#IWW2021](#)



**Jane Doe**

@JaneDoe

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

Can't make it, or want to learn more? Check out the full calendar for events happening across Canada, March 1-9: <https://bit.ly/2YgPUiW> [#WeMeanBusiness](#) [#IWW2021](#)



**Jane Doe**

@JaneDoe

We're proud to host "**name of event**" in support of [#IWW2021](#): "**event link**"

In collaboration w/ allies across Canada, we're working to achieve an even greater impact through International Womxn's Week.

Learn more <https://bit.ly/2YmHE0G> [#WeMeanBusiness](#)

# LinkedIn & Facebook

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



**Jane Doe**

@JaneDoe

**From March 1-9, we join changemakers across Canada for International Womxn's Week. Our goal: create new opportunities and achieve a direct impact on the personal and professional development of womxn-identifying leaders.**

**We're proud to join national champions and allies to inspire, empower, and equip womxn to succeed. To learn more, visit <https://bit.ly/3iSK7tf>**

**We want everyone, across all sectors, engaged and working collaboratively to move the dial. That includes you.**

**[#WeMeanBusiness](#) [#IWW2021](#)**



**Jane Doe**

@JaneDoe

**On March 8, the world will celebrate the economic, social, cultural and political achievements of womxn on International Women's Day. Across Canada, we join national leaders for an entire week dedicated to this movement. Learn more about International Womxn's Week at <https://bit.ly/3iSK7tf>**

**From March 1-9, 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.**

**[#WeMeanBusiness](#) [#IWW2021](#) [#ChoosetoChallenge](#)**

# Thank you.

+ #WeMeanBusiness | #IWW2021

