

OUT & EQUAL
WORKPLACE ADVOCATES

2021 WORKPLACE SUMMIT

SOCIAL MEDIA TOOLKIT



We encourage everyone participating in the Workplace Summit to be active on social media before, during, and after the event! Share your favorite session, speaker, or networking experience and tag us on our various social media platforms. Live tweet your favorite speeches and performances at Plenaries. Post your selfies as you head into a workshop or panel! We want you to be **VISIBLE** on social!

Sample Social Posts

Together, we can propel LGBTQ equality to the next level! Proud to join thousands of LGBTQ leaders at the #OESummit! #FutureOfWork @outandequal

Proud to represent [company name] at the largest LGBTQ conference in the world! #OESummit #FutureOfWork @outandequal

[company name] is a proud partner for @outandequal and we are excited to be at this year's #OESummit! This is the #FutureOfWork!

The #FutureOfWork is queer! I can't wait to take back what I have learned at the #OESummit to my company to continue our work towards LGBTQ inclusion! @outandequal

I am so proud to be presenting [workshop title] at this year's #OESummit! Thank you [company name] for your support for LGBTQ equality! @outandequal

Social Media Platforms

FACEBOOK: [@OUTANDEQUAL](#)

INSTAGRAM: [@OUTANDEQUAL](#)

TWITTER: [@OUTANDEQUAL](#)

LINKEDIN: [OUT & EQUAL](#)

YOUTUBE: [OUT & EQUAL
WORKPLACE ADVOCATES](#)

Workplace Summit Hashtags

[#OESummit](#)

[#FutureOfWork](#)

Example Posts from 2020 Summit (click)

1

2

3

4

5