

eliminating racism empowering women

ywca
hartford region

Using Social Media to Create “Luncheon Buzz”



- **[Like]** YWCA Hartford Region on Facebook
- **Recommend YWCA Hartford Region** by clicking the “share” button on the left bottom of their page.
- **Post updates** on your page about the luncheon and tag YWCA Hartford Region in your posts.
- **Utilize your connections** on Facebook to invite table guests.



- **Follow YWCA Hartford Region** on Twitter [[@ywcahartford](#)].
- **Start the conversation** and use **#ywcaperez** when tweeting about the event.
- **Promote “Follow Fridays”** by typing **#ff @ywcahartford** in your status every Friday.
- **Retweet** YWCA Hartford Region’s updates that pertain to the luncheon.

For questions, please contact Kristy Lee Downer, YWCA Marketing Manager at (860) 525-1163 ext. 292 or KristyLeeD@ywcahartford.org.