**Pushing Forward Economic Strength:**

**Elevating** **Latino/a/e/x Access & Equity Summit**

**Social Media Toolkit**

Join the Illinois Department of Commerce and Economic Opportunity (DCEO) - Office of Minority Economic Empowerment (OMEE), as we host the Pushing Forward Economic Strength: Elevating Latino/a/e/x Access & Equity Summit on July 27, 2023. Below you will find tips, sample social media posts, graphics, and ideas on celebrating and promoting the Summit!

**SOCIAL MEDIA TIPS:**

* Be sure to use the official hashtags to amplify the movement
  + #ILSupportLatinoBiz
  + #ILLatinxSummit
  + #ILLatinoEconomicPower
* Follow, Tag & RT (Re-tweet) DCEO and your favorite Latino/a/e/x -owned businesses to inform them of the summit and uplift their businesses:
  + DCEO Handle: @IllinoisDCEO
  + [DCEO Facebook](https://www.facebook.com/illinoisdceo)
  + [DCEO Twitter](https://twitter.com/IllinoisDCEO)
  + [DCEO LinkedIn](https://www.linkedin.com/company/illinoisdceo)
* Use visuals like the provided graphics
* For Twitter, be mindful of character limits (280 characters)
* Make it your own! Tailor content to your stakeholders.

**AMPLIFY PARTNERS:**

***Show your support by tagging and amplifying posts from our Elevating Latino/a/e/x Access & Equity Summit partners:***

|  |  |  |  |
| --- | --- | --- | --- |
| **Partner Name** | **Twitter** | **Facebook** | **LinkedIn** |
| Center for Changing Lives | [@CCLchicago](https://twitter.com/CCLchicago) | [Center for Changing Lives](https://www.facebook.com/CCLchicago/) | [Center for Changing Lives](https://www.linkedin.com/company/cclchicago/) |
| Chicago Latina Magazine | N/A | [Chicago Latina Magazine](https://www.facebook.com/chicagolatinamagazine/) | [Chicago Latina Magazine](http://linkedin.com/company/chicago-latina-magazine) |
| Chicago Federal Executive Board | [@ChicagoFEB](https://twitter.com/chicagofeb) | [Chicago Federal Executive Board](https://www.facebook.com/ChicagoFEB/) | [Chicago Federal Executive Board](https://www.linkedin.com/company/chicagofeb/about/) |
| City Colleges of Chicago - Malcolm X College | [@MX\_College](https://twitter.com/MX_College) | [Malcom X College](https://www.facebook.com/MalcolmXCollege/) | [Malcom X College](https://www.linkedin.com/company/malcolm-x-college) |
| IC U Latinas | [IC U Latinas](https://velezglobalenterprises.com/social-enterprise) | | |
| Sunshine Enterprises | [@EnterprisesSun](https://twitter.com/EnterprisesSun) | [Sunshine Enterprises](https://www.facebook.com/sunshineenterpriseschicago/) | [Sunshine Enterprises](https://www.linkedin.com/company/sunshine-enterprises-chicago) |
| Southwest Chicago Chamber of Commerce | [@SWChiChamber](https://twitter.com/swchichamber?lang=en) | [Southwest Chicago Chamber of Commerce](https://www.facebook.com/SWChiChamber/) | [Southwest Chicago Chamber of Commerce](https://www.linkedin.com/in/southwest-chicago-chamber-of-commerce-8965b219b) |

**CONTACT:**

For questions on the toolkit, feel free to reach out to Diana Alfaro, Latinx Business Development Manager, at [diana.alfaro@illinois.gov](mailto:diana.alfaro@illinois.gov) or Anggi Lewis, at [anggi.lewis@illinois.gov](mailto:anggi.lewis@illinois.gov)

**Facebook/LinkedIn: Pushing Forward Economic Strength:  
Elevating Latino/a/e/x Access & Equity Summit**

Facebook/Linkedin Example #1:

Celebrate Latino/a/e/x businesses, network, and learn about resources to grow your business. The Summit will include speakers and workshops on topics including:

✅ Access to capital

✅ Government contracting

✅ Workforce

✅ Marketing

✅ And more!

Register here: <https://bit.ly/3rndqwf> #ILLatinxSummit #ILSupportLatinoBiz #ILLatinoEconomicPower

Facebook/LinkedIn Example #2:

Illinois is proud to have more than 116K Latino/a/e/x businesses! Want to take your business to the next level and learn about resources, network, and celebrate the success of Latino/a/e/x businesses?

Join the Latino/a/e/x Economic Summit on 7/27 in Chicago! The free event includes networking opportunities, speakers, workshops and more.

Register here: <https://bit.ly/3rndqwf>

COMPRA, SUPPORT, and SHOP local Latino/a/e/x -owned Businesses all year long!

#ILLatinxSummit #ILSupportLatinoBiz #ILLatinoEconomicPower

**Twitter: Pushing Forward Economic Strength:**  
**Elevating Latino/a/e/x Access & Equity Summit**

Twitter example #1:

🚨 **Attn Entrepreneurs🚨**

Join the Latino/a/e/x Economic Summit in Chicago on 7/27 to learn about

✅ Access to capital

✅ Government contracting

✅ Marketing & more

Learn more & register here: <https://bit.ly/3rndqwf> #ILLatinxSummit

Twitter example #2:

⭐Event⭐

Are you an entrepreneur looking to network & learn about resources & strategies to take your business to the next level?

Join the Latino/a/e/x Economic Summit in Chicago on 7/27 – register today and learn more: <https://bit.ly/3rndqwf> #ILLatinxSummit

**Instagram: Pushing Forward Economic Strength:**  
**Elevating Latino/a/e/x Access & Equity Summit**

NOTE: Instagram does not enable links in captions; if you are promoting on Instagram please put the link in your bio. and reference it in the caption

Instagram example #1:

Attention Business Owners: Want to celebrate the Latino/a/e/x business community, network, and learn about resources to grow your business? Join the Latino/a/e/x Summit on 7/27 to learn more about:

✅ Access to capital

✅ Government contracting

✅ Workforce

✅ Marketing

✅ And more!

Register today (link in bio)! #ILLatinxSummit #ILSupportLatinoBiz #ILLatinoEconomicPower

Instagram example #2

**🚨**Attn Entrepreneurs **🚨**

Illinois is proud to have more than 116K Latino/a/e/x businesses! Want to take your business to the next level and learn about resources, network, and celebrate the success of the Latino/a/e/x business community?

Join the Latino/a/e/x Economic Summit on 7/27 in Chicago! This free event includes networking opportunities, speakers, workshops and more.

Register today – space is limited (link in bio)! #ILLatinxSummit #ILSupportLatinoBiz #ILLatinoEconomicPower

**SAMPLE NEWSLETTER/E-BLAST:**

The Illinois Department of Commerce & Economic Opportunity (DCEO) - Office of Minority Economic Empowerment (OMEE) is hosting the **Pushing Forward Economic Strength: Elevating Latino/a/e/x Access & Equity Summit** on July 27th, 2023. Summit will include speakers and workshops covering topics such as access to capital, government contracting, workforce, marketing, knowing your rights as a business that uses an ITIN, and much more.

[Register here](https://www.eventbrite.com/e/latinex-economic-summit-tickets-669024930577).

And remember to COMPRA, SUPPORT, and shop LOCAL Latino/a/e/x -owned Businesses all year long!

#ILLatinxSummit #ILSupportLatinoBiz #ILLatinoEconomicPower

**GRAPHICS/IMAGES:**

Below is a collection of social media graphics. To save: right-click, select “save as picture”, and save.

**FACEBOOK -** **Pushing Forward Economic Strength: Elevating Latino/a/e/x Access & Equity Summit:**

Text

Description automatically generated with low confidence

**TWITTER Pushing Forward Economic Strength: Elevating Latino/a/e/x Access & Equity Summit:**

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**LINKEDIN Pushing Forward Economic Strength: Elevating Latino/a/e/x Access & Equity Summit:**Text

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