**Rising Together: Empowering and Shaping the Future Strategically**

**2nd Annual Latin@ Economic Summit Social Media Toolkit**

Join the Illinois Department of Commerce and Economic Opportunity (DCEO) - Office of Minority Economic Empowerment (OMEE), as we host the 2nd Annual Latin@ Economic Summit on Thursday, July 18, 2024. 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 Latin@/o -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 Summit partners:***

|  |  |  |  |
| --- | --- | --- | --- |
| **Partner Name** | **Twitter** | **Facebook** | **LinkedIn** |
| BMO Harris Bank | [@BMO\_US](https://twitter.com/BMO_US) | [BMO Harris Bank](https://www.facebook.com/bmoUSA) | [BMO Harris Bank](https://www.linkedin.com/company/bmo-us/) |
| 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](https://www.linkedin.com/company/chicago-latina-magazine/) |
| Hispanic American Construction Industry Association (HACIA) | [@HACIAworks](https://twitter.com/HACIAworks) | [Hispanic American Construction Industry Association (HACIA)](https://www.facebook.com/HACIAWorks/) | [Hispanic American Construction Industry Association (HACIA)](https://www.linkedin.com/company/hacia/) |
| IC U Latinas | N/A | [@IC U Latinas](https://www.facebook.com/profile.php?id=100083592601906) | N/A |
| The Southwest Collective | [@swcollectivechi](https://twitter.com/swcollectivechi) | [Southwest Collective](https://www.facebook.com/theswcollective) | N/A |
| Sunshine Enterprises | [@EnterprisesSun](https://twitter.com/EnterprisesSun) | [Sunshine Enterprises](https://www.facebook.com/sunshineenterpriseschicago) | [Sunshine Enterprises](https://www.linkedin.com/company/sunshine-enterprises-chicago/) |
| United Credit Union | [@unitedcreditu](https://x.com/unitedcreditu?lang=en) | [United Credit Union](https://www.facebook.com/UnitedCreditUnion/) | [United Credit Union](https://www.linkedin.com/company/united-credit-union/) |
| Federal Executive Board | N/A | N/A | N/A |

**CONTACT:**

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

**SAMPLE POSTS:**

**Facebook/Linkedin Example #1:**

Celebrate Latina/o businesses, network, and learn about resources to grow your business at the 2nd annual Latina/o Economic Summit on Thursday, July 18th. The Summit will feature:

✅ Matchmaking opportunities for funding

✅Networking opportunities

✅Support on navigating certifications

✅And more!

Register here: <https://bit.ly/45nTWYq> #ILLatinxSummit #ILSupportLatinoBiz #ILLatinoEconomicPower

**Facebook/LinkedIn Example #2:**

Are you a business owner or entrepreneur looking to take your business to the next level? Join the 2nd Annual Latina/o Economic Summit on 7/18 in Chicago! The free event includes networking opportunities, speakers, workshops and more.

Register here: <https://bit.ly/45nTWYq>

#ILLatinxSummit #ILSupportLatinoBiz #ILLatinoEconomicPower

**Twitter example #1:**
Attn Entrepreneurs

Join the Latina/o Economic Summit in Chicago on 7/18! The free event includes networking opportunities, speakers, workshops and more. Make sure to register - <https://bit.ly/45nTWYq> #ILLatinxSummit

**Twitter example #2:**

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

Join the 2nd Annual Latina/o Economic Summit in Chicago on 7/18 – register today -<https://bit.ly/45nTWYq> #ILLatinxSummit

**Instagram example #1:**

Want to take your business to the next level and learn about resources, network, and celebrate the success of the Latina/o business community?

Join the 2nd Annual Latina/o Economic Summit on 7/18 in Chicago! This free event includes networking opportunities, speakers, workshops and more.

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

**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**

**SAMPLE NEWSLETTER/E-BLAST:**

The Illinois Department of Commerce & Economic Opportunity (DCEO) - Office of Minority Economic Empowerment (OMEE) Latinx Business Colectivo is hosting the 2nd Annual Latin@ Economic Summit - Rising Together: Empowering and Shaping the Future Strategically on July 18th, 2024. The bilingual event will feature matchmaking opportunities for funding, guidance on building and sustaining business networks - scheduled networking opportunities, navigating certifications, and more. Attendees will gain valuable information on marketing and crafting an elevator pitch for their business!

Make sure to secure your spot today, <https://bit.ly/45nTWYq>

**GRAPHICS/IMAGES:**

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

**TWITTER**



**FACEBOOK**



**LINKEDIN**

