

COMMS 101

Top tips for sharing WiTWA with the world



Find us online

Like, comment, share, tag!

- [LinkedIn Page](#) (@witwa)
- [LinkedIn Group](#)
- [Facebook](#) (@witwa)
- [Instagram](#) (@womenintechwa)
- [Twitter](#) (@womenintechwa)

Our official hashtags

#seeherbeher
#witwa

We also love:

- #techplus20 (our awards)
- #witwaplus (our conference)
- #womenintech
- techtrails
- #STEM

WITWA DOs

- ✓ Instead of "male" and "female" use the language "Women, men and non-binary genders"
- ✓ Use the language Tech [+] (we purposefully include the curators, moderators and users of tech)
- ✓ Use the official event names: **WITWA [+] Conference, WITWA Tech [+] 20 Awards, WITWA TechXchange**

WITWA DON'Ts

- ✗ Spell WITWA with UPPER case "i".
- ✗ Use our logo without permission, especially for co-branding.
- ✗ Change the font, colour or layout of our logo, or remove the Tech [+]



F.A.Qs

Can I tag WITWA?

Yes please! Tag us in your event photos, reflections and women in tech related content.

Can WITWA tag me?

We'd love to! Reach out to our comms team.

Can you promote my event / share my tech related content?

Our calendar is pretty full but we're always happy to check. Reach out to our comms team.

Reach out to your comms team! ❤️

Do you have an idea for our socials? Need a WITWA branded design? Or want to write a guest blog for WITWA?

For any questions about socials, or ideas for posts contact the comms team at:

commsrequest@witwa.org.au