



Utilize LinkedIn to Support WBL!

At WBL, our members are our most powerful marketing tool. We have grown over the last 19 years almost exclusively through word of mouth marketing from our members to their peers. Social media is a great way to amplify the voices of our members to others in the industry, and to reach other women who haven't heard of WBL yet. You can find our LinkedIn page [here](#). Don't forget to tag us in any WBL related posts!

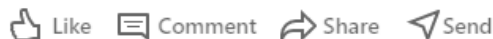
Social Media Goals

Once a quarter (or more!) share WBL with your connections:

- Have you had an impactful conversation with a member?
- Did WBL help you solve a business problem?
- Were you recognized with an award or board seat that came about due to connections or skills learned through WBL?
- Share that you have nominated a friend.
- If you found an opportunity through WBL, share it with your network.
- Share our post or comment on a post

News to share as it happens:

- Registered for an Event: Let your network know before and after!
- Attending a National Event: Share your why!
 - How will attending this program advance your goals?
 - What sessions are you looking forward to?
 - Put your personal touches on it!
- Speaking at an Event:
 - I am looking forward to speaking with an outstanding group of women executives at the WBL _____
 - During my session we will discuss...
 - If you'd like to join us, please visit the [WBL Events Calendar](#) for more information.



How to Interact with a WBL Post

- **Comment:** Click the comment icon and type your comment in the text box – feel free to tag friends who you think would be interested in learning about WBL!
- **Share:** Click the share icon and write your own note to go with it. This helps advance our message by sharing our posts with a wider audience
- **Tag:** To tag WBL in a post of your own, use @ before typing our LinkedIn name “Women Business Leaders of the US Health Care Industry Foundation.” Usually, if you type in the first few letters, it will autofill in the rest. Tagging WBL is the most important thing you can do! It directs your followers to our page and allows us to reshare your post.