

Women in Health Care Leadership Conference

Social Media Toolkit 2021

UCI Paul Merage
School of Business
Leadership for a Digitally Driven World™



Campaign Goals

The goal of this social media campaign is to increase awareness about the HASC and UCI Paul Merage School of Business inaugural Women in Health Care Leadership Conference, a unique new certificate program for women in leadership, taking place June 9-11, 2021.

While women represent 65 percent of the health care workforce, they are dramatically underrepresented at leadership and C-Suite levels. External factors contributing to this imbalance may include gender-unconscious bias, stereotypes, discrimination and organizational processes and systems. There are also internal factors relating to confidence, aspirations, ambitions and motivation that may hinder a women's advancement to leadership roles.

The Women in Health Care Leadership Conference aims to address many of these internal factors that can limit women who aspire to leadership roles as well as women seeking to advance their careers as leaders. During this three-day conference, attendees will acquire new skills and practical techniques that have real-world applications chart ways forward.

To ensure this opportunity reaches maximum audience, HASC created this campaign — to make the general public aware of the certificate program, its benefits, and the registration deadline. Below are sample materials to use with your networks to promote this campaign.

How Can You Help?

As a member and/or partner of HASC and part of the health care community, you play a crucial role in spreading messages that provide opportunities to hospitals, their staff and the general health care workforce. We will take care of the content; all you need to do is share it with your communities via your social media platforms.



Other Ways to Support:

- Follow HASC's [Twitter](#), [Facebook](#), and [LinkedIn](#). You can find HASC under **@SoCalHospitals**.
- Re-share content from our social media accounts onto yours.
- Tag HASC using **@SoCalHospitals**.
- Share campaign images on your social media platforms.
- Apply the designated hashtags to promote our event and keep our information relevant in social media feeds.

Hashtags

In an effort to add momentum to the campaign, please reference any of the following hashtags in your social media posts.

#WomenInHealthCare

- #EmpoweringWomen
- #WomenInLeadership
- #WorkforceEquity
- #HealthCareLeadership
- #RepresentationMatters
- #HealthCare
- #Diversity

Access Toolkit Assets

In this document, you'll find toolkit assets separated by social platform. However, all assets are centralized in one Dropbox folder.

You can access all assets using the following link:

[\[Click Here\] to Download All Toolkit Assets.](#)

Twitter Images

The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).



Women in Health Care Leadership Conference

“

I advise the next generation of female leaders to be their authentic self. We have a voice and perspective that positively shapes an organization's culture and strategic decisions.

TERI HOLLINGSWORTH
Vice President, Human Resources & Education Services
Hospital Association of Southern California



Women in Health Care Leadership Conference

“

Women conferences are a great vehicle that help us solve common problems in our professional lives, and connect and mentor those coming up behind us.

CYNTHIA NEIMAN
Chief Marketing Officer
CHOC



Women in Health Care Leadership Conference

“

Three hours of negotiation training will change the way you approach both professional and personal interactions.

CHRIS BAUMAN, PHD
Associate Professor of Organization and Management
UCI Paul Merage School of Business



Women in Health Care Leadership Conference

DID YOU KNOW?

For every 100 men promoted and hired to manager, only 72 women are promoted and hired to manager.



Source: Women in the Workplace 2019, study by McKinsey & Company and LeanIn.Org. October 2019.

[\[Click Here\] to Download Twitter Images.](#)


Twitter Images

The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).

Five steps companies can take to fix the workforce pipeline for women:

- Set a goal for getting more women into first-level management.
- Require diverse slates of candidates for hiring and promotions.
- Put evaluators through unconscious bias training.
- Establish clear evaluation criteria.
- Put more women in line for the step up to manager.

Women in Health Care Leadership Conference



Source: Women in the Workplace 2019, study by McKinsey & Company and LeanIn.Org, October 2019.

75% of the world's total unpaid care is undertaken by **women**. Uncompensated labor completed by women is estimated to add up to **\$10 trillion** of output per year, roughly **13%** of global GDP.

Women in Health Care Leadership Conference



Source: The Power of Parity: How Advancing Women's Equality Can Add \$12 Trillion to Global Growth. McKinsey Global Institute, 2015.

[\[Click Here\] to Download Twitter Images.](#)

Facebook / LinkedIn Images

The following graphics have been sized to fit the Facebook in-stream photo dimensions (1200 x 630 pixels). These images can also be used for LinkedIn, since the in-stream photo dimensions are 1200 by 627 pixels.



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Instagram Images

The following graphics have been resized to fit the Instagram in-stream photo dimensions (1080 x 1080 pixels).

**Women
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REGISTER NOW
June 9-11, 2021
Virtual

UCI Paul Merage School of Business
HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA

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[\[Click Here\]](#) to Download Instagram Images.

Social Media Messaging

HASC has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

- HASC and @UCIMerage are hosting the Women in Health Care Leadership Conference in June. REGISTER TODAY!
- Become a confident, credible and impactful Women in #HealthCareLeadership. Register for our certificate program.
- Let's improve statistics! Register for the Women in Health Care Leadership Conference taking place June 9-11, 2021 to learn strategies on how you can successfully climb the #healthcare ladder.
- To achieve #workforceequity, we need to give women adequate resources so they can become better advocates for their own career advancement. Join us June 9-11, 2021 to learn more.
- Fixing the “broken rung” is essential to achieving workforce parity. Improving the work culture can shift the workforce paradigm. Register for our conference to learn more.
- June 2, 2021 is the last day to register for the Women in Health Care Leadership Conference! Don't miss your opportunity to network with some of our female C-Suite members!
- Empowered women in health care leadership. Be one. Support one. Learn more at our upcoming certificate program.
- Workforce #diversity – become a leading woman in health care. Learn how in our 3-day certificate program.
- Mark your calendars! The Women in Health Care Leadership Conference will take place June 9-11, 2021. Register today.
- Women mentor women. Join us June 9-11 to network with some of our membership C-Suite.

Cards

The following graphics have been created as 10" by 5" cards and can be used on social media, email marketing and as printed materials.

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HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA

A CULTURE OF EMPOWERMENT: PANELISTS

Jena Jensen
Chief Government Affairs
CHOC

Sharon K. Jhawar, PharmD, MBA, BCGP
Chief Pharmacy Officer
SCAN Health Plan

Cynthia Neiman
Chief Marketing Officer
CHOC

Romilla A. Batra, MD, MBA
Adjunct Faculty Member
UCI Paul Merage School of Business
Chief Medical Officer
SCAN Health Plan

MODERATOR

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ALLY TO ACTION: PANELISTS

Aashi Arora, MHA
Executive Coach and Principal
IRISE Executive Coaching

Kelly Bruno, MSW
President/CEO
National Health Foundation

Jackie Provost, MPH
Chief Operations Officer
Saban Community Clinic

Michelle Beauchamp
John Maxwell Certified Speaker,
Coach, Trainer and CEO
The Champ Group

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HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA

WOMEN ON HEALTH CARE BOARDS: PANELISTS

Nasim Afsar, MD, MBA
Chief Operating Officer
UCI Health

Lori J. Morgan, MD, MBA
President/CEO
Huntington Memorial

Margaret R. Peterson, PhD
2019 HASC Board Chair,
Chief Executive Officer
Anaheim Regional Medical Center

Rebecca Brusuelas-James
Associate Dean of
Administration & Finance,
School of Medicine,
Associate Vice Chancellor, Finance
Susan & Henry Samueli
College of Health Sciences

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[\[Click Here\]](#) to Download Card Images.

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Email Signature

[\[Click Here\] to Download Card Images.](#)

Promo Video

The following 12-second video has been created for easy, direct upload.



[\[Click Here\] to Download the Animated Video.](#)

Contact

If you have questions or comments about this program, contact:

Jamila Mayers

Program Director, Education

Hospital Association of Southern California (HASC)

JMayers@hasc.org or (213) 538-0739

If you have issues accessing or downloading assets, please contact:

Anahi Martinez

Social Media Specialist

Hospital Association of Southern California

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