



CATALYST IWD22 SUPPORTER SOCIAL MEDIA TOOLKIT

#BIASCORRECT

MARCH 2022

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	1	2	3	4	5
6			9			12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

Thank you for helping us #BiasCorrect over 60 years of unconscious leadership beliefs this #IWD22.

ON YOUR SOCIAL CHANNELS, PLEASE:

- Add ceotoday.org in all social media bios and in any post that character counts allow.
- Use #BiasCorrect in all post copy.
- Please tag @CatalystInc in your post.
- Incorporate #IWD22 when appropriate.
- Starting March 8th, send all your employees to ceotoday.org to explore other ways to join our campaign.
- Suggested post times: 8am, 2pm, 4pm.

POST TO:



Please Note: ceotoday.org will be live on March 1.

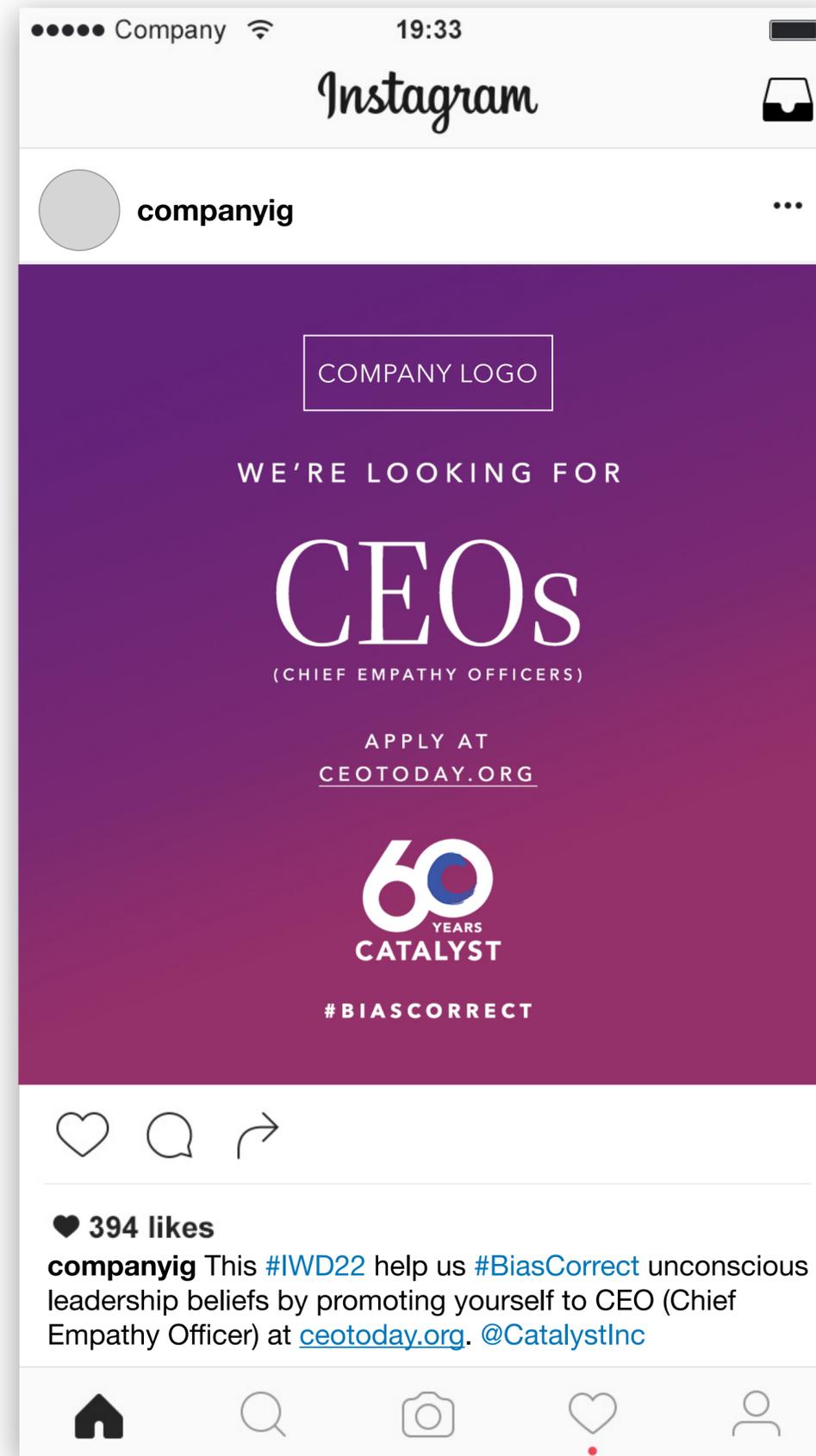
Social assets are provided in folders corresponding to date.

DATE: MARCH 7

Suggested Post Copy Option:

This [#IWD22](#) help us [#BiasCorrect](#) unconscious leadership beliefs by promoting yourself to CEO (Chief Empathy Officer) at ceotoday.org.
[@CatalystInc](#)

POST TO:



← Using the Photoshop file provided, add your companies logo.

DATE: MARCH 8

Carousel (Models or Employees)

Suggested Post Copy Option:

Help us [#BiasCorrect](#) unconscious leadership beliefs by promoting yourself to CEO (Chief Empathy Officer) at ceotoday.org. [#IWD22](#) [@CatalystInc](#)

POST TO:



↑
Have employees use the photo uploader at ceotoday.org to create their own and share across social channels

DATE: MARCH 8-10

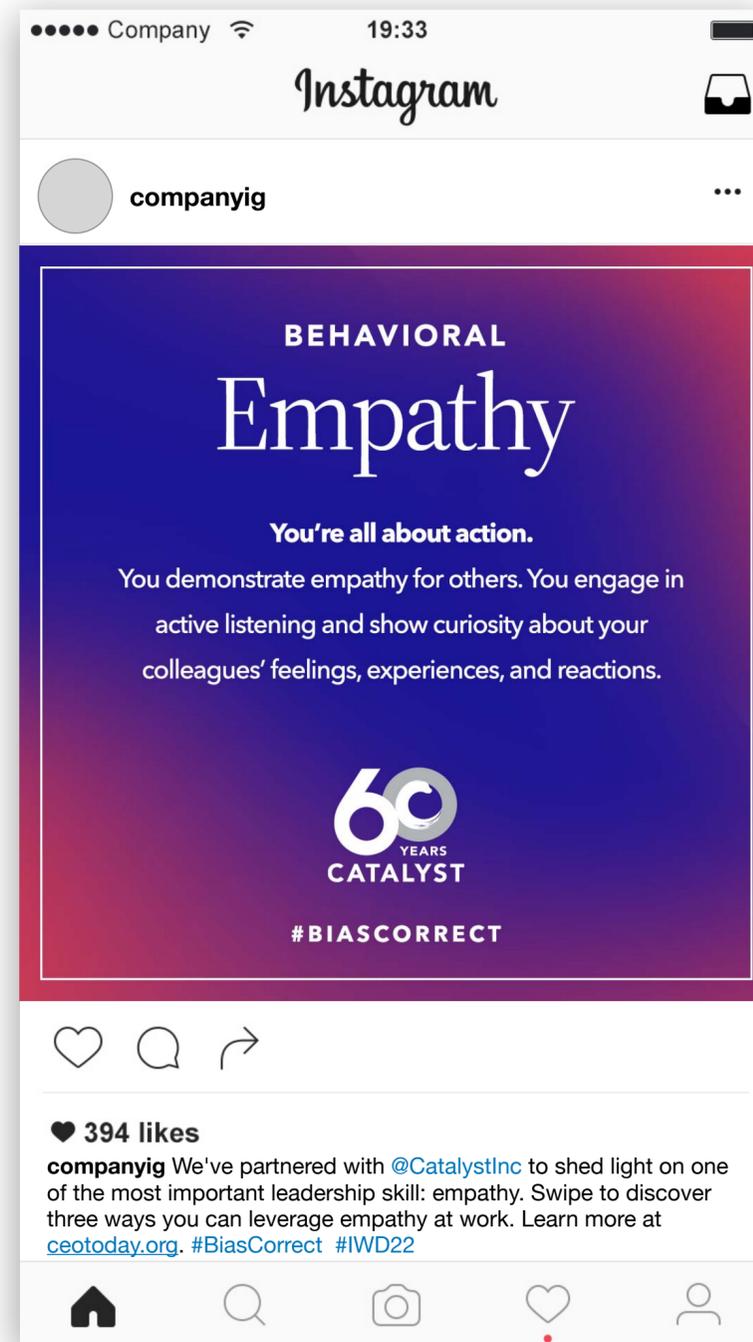
Available in:

French, Spanish, German, English

Suggested Post Copy Option:

We've partnered with [@CatalystInc](#) to shed light on one of the most important leadership skills: empathy. Swipe to discover three ways you can leverage empathy at work. Learn more at ceotoday.org. [#BiasCorrect](#) [#IWD22](#)

POST TO:



DATE: MARCH 11

Suggested Post Copy Option:

This week (Insert number of participants) employees promoted themselves to CEO to help [#BiasCorrect](#) unconscious leadership beliefs. Join them at [ceotoday.org](#). [#IWD22](#)

POST TO:



← Using the Photoshop file provided, add your companies logo.

← Track and edit the number of employees who've participated in the campaign and edit in the Photoshop file.

Font: Source Serif Display

MORE CAMPAIGN POST COPY OPTIONS

- This [#IWD22](#) help us [#BiasCorrect](#) unconscious leadership beliefs by promoting yourself to CEO at ceotoday.org.
- Today our employees are helping [#BiasCorrect](#) unconscious leadership beliefs by promoting empathy. Join them at ceotoday.org.
- [#BiasCorrect](#) unconscious leadership beliefs by promoting empathy, a skill historically overlooked, as a core part of the job.
[#IWD22 ceotoday.org](#)
- Promote yourself to CEO this [#IWD22](#) to [#BiasCorrect](#) unconscious beliefs about what skills great leaders need at ceotoday.org.
- WANTED: CEOs. Help [#BiasCorrect](#) unconscious leadership beliefs by promoting empathy as a crucial skill. [#IWD22 ceotoday.org](#)