

# LEVERAGING SOCIAL MEDIA TO EMPOWER WOMEN AND BRIDGE THE GENDER GAP

Lina Duque, MBA

#WCFGenevaWeek





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**Canada Trade** @CanadaTrade · 15h

[#DYK](#) Canada's merchandise exports to [#Chile](#) reached \$725 million in 2016? See our top exports:



Canada in Chile, Canadá en Chile and Marcel Lebleu



12



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**IBM Security** @IBMSecurity · Feb 13

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# What I'll talk about today

- How can we use social media to empower women?
- Case study from Canada
- Tips for women to use social media to advocate for themselves

Happy belated International Women's Day!





68% closed

170 years to close the  
economic gender gap  
is too slow

Women and minorities make up 31% of boards at Fortune 500 companies. (Deloitte and the Alliance for Board Diversity).

On average, only 21.2% of board members of the largest publicly listed companies in the EU are women.



Women tend to downplay their success  
and understate their skills.

Women apply only if they are 100% qualified for a job vs. men who apply when they are 60% qualified.

Millennial women are more likely than Generation X and Baby Boomers to make their family a priority rather than their careers (survey of Harvard Business School alumni).

# Examples of using social media to empower women

From Canada

**#GoSponsorHer**

# #GoSponsorHer





**John Stackhouse**

Senior Vice-President, Office of the CEO at RBC

21h



If you haven't heard of [#GoSponsorHer](#), it's a social media campaign to help NextGen female leaders. I'm sponsoring RBC's Cassandra Cook with a commitment to her career and future leadership. You can do the same with anyone you think can help shape the future. Our leadership pool can only improve if it draws from the whole population.



210 Likes · 9 Comments

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**#GoSponsorHer** @GoSponsorHer · Mar 10

Pierre Baraby of @DeloitteCanada hanging out at #DeloitteUniversity with sponsorees Dawn McGoldrick and Melanie Gammon #GoSponsorHer







**Carl A Johnson II** @CarlAJohnson2 · Mar 9

Thank you to Russell Norris for introducing me to [#gosponsorher](#). I have asked the incredible Julie Yasko to partner with me on this journey!



From Australia

**#CelebratingWomen**



"Every woman is a role model to someone else. We can help make role models visible by sharing women's stories and celebrating all they achieve."

- @kirstinferguson

#CelebratingWomen



#CelebratingWomen @CelebratingWom · Jan 28

So simple to be involved in #CelebratingWomen - complete online form & click submit! TYSM for your support ☀️ Pls RT [cognitoforms.com/CelebratingWom...](https://cognitoforms.com/CelebratingWom...) [pic.twitter.com/6Z3Xz4XENS](https://pic.twitter.com/6Z3Xz4XENS)

#CelebratingWomen and Dr Kirstin Ferguson



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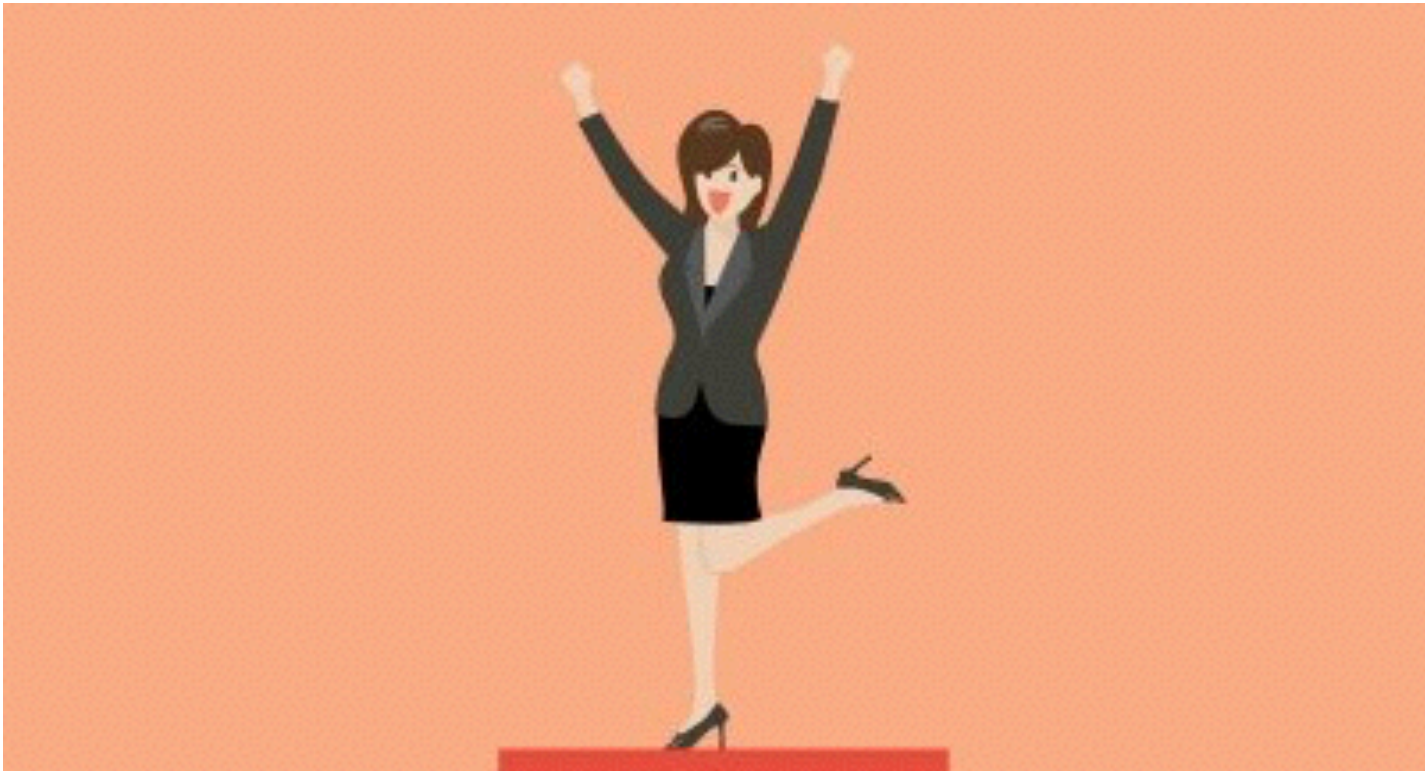


27



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# Be your own spokesperson





# Land media appearances



EDUARDO LIMA/METRO

Lina Duque has worked in marketing, has her own company and has helped other women to develop their profiles on social media.

Take advantage of the LinkedIn Blog





## Lina Duque, MBA

Social Media Advisor to Executives & Academics | Keynote Speaker | As seen in Harvard Business Review & Forbes



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### Women, advocate for yourselves

March 8, 2017

420 60 4



### Why Health Care Board Directors Need to Engage

September 30, 2016

423 34 5



### 7 Questions to Ask When Hiring a Social Media...

May 12, 2016

763 35 6



### It's Women's Turn to Lead

March 8, 2016

273 21 3



### Meet the Millennial Executive

December 18, 2015

572 67 7



### How to manage your personal brand while

March 31, 2015

626 49 4

# Support other women





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