

30 YEARS
EMPOWERING WOMEN



SOCIAL MEDIA TOOLKIT

#GSI *Latam*
FLIIX

**DID YOU KNOW THAT PRO MUJER
IS HOSTING THE 1ST GENDER-SMART INVESTING FORUM
IN LATIN AMERICA?**



GSIFORUMLATAM
ADVANCING GENDER SMART INVESTING
IN LATIN AMERICA



FEB 18 - 2020
Merida, Yucatan
Mexico
8:30 am to 4 pm
before the
Latin American
Impact Investing
Forum (FLII)

SOCIAL MEDIA

Be creative with your own messages and be sure to put a space after each hashtag so we can easily find and share your posts!

PRIMARY PRO MUJER HASHTAGS:

| | |
|-----------------|---|
| #GSILATAM | Build with us a virtual community around gender-smart investing through #GSILATAM - sharing thoughts/insights on issues and activities. |
| #LatinasDeliver | Use #LatinasDeliver for messages focused on inclusion and for messages specifically on Latin America and Latina women. |

OFFICIAL CONFERENCE HASHTAGS:

| | |
|--------|---|
| #FLIIX | We encourage you to refer to the conference using this shorthand. |
|--------|---|

IMPORTANT:

Please remember to use the respective graphics for each social media account (FB - Facebook) (TW - Twiter) (LI – LinkedIn).
Please also use the official hashtag for the event: **#GSILATAM**

FOLLOW:

TWITTER:
 @promujer
 @cavalcanti_nyc
 @mcccdea
 @NewVenturesMX

FACEBOOK:
 @promujerintl
 @promujerlatam
 @newventuresmexico


INSTAGRAM:
 @promujer

LINKEDIN:
 @pro-mujer
 @mariacavalcanti

WEB:
<http://bit.ly/gsilatameng>
<http://bit.ly/gsilatames>
<http://bit.ly/fliix2020>

SOCIAL MEDIA POSTS FOR YOU (ENG) - #GSILATAM

TWITTER/INSTAGRAM:

If you are an investor supporting gender equality, and you are attending FLII by @NewVenturesMX, don't miss our side event GSI Forum Latam. Learn more  <http://bit.ly/gsilatameng> #GSLATAM #FLIIX

Are you going to the Latin American Impact Investing Forum X (FLIIX)? If so, come to the GSI FORUM LATAM hosted by @promujer happening before #FLIIX. It's for free! #GSILATAM Apply: <http://bit.ly/gsilatameng>

Make sure your company is at the forefront of gender equality and gender-smart investing. Come learn and be part of this movement. Apply to attend the GSI Forum Latam by @promujer: <http://bit.ly/gsilatameng> #GSILATAM #FLIIX

Did you know that investing with a gender lens is attracting investors from all sectors? Share your experiences and learn more. Apply to attend the #GSILATAM: <http://bit.ly/gsilatameng>

@promujer is hosting the first gender-smart investing #forum in Latin America! The event is gathering investors, social entrepreneurs and #changemakers to create innovative solutions that support women and #genderequality 🙌 Register now: <http://bit.ly/gsilatameng> #GSILATAM #FLIIX

Investing with a #genderlens has grown significantly around the world from \$1.3 billion in 2017 to \$2.2 billion in 2018. GSI Forum Latam is helping gather more #investors interested in supporting women-led businesses. Learn more about the event <http://bit.ly/gsilatameng> #GSILATAM #FLIIX

IMAGES:

[Images are available for download HERE.](#)

We invite you to use them with your posts about #GSILATAM.

#GSI *Latam*

SOCIAL MEDIA POSTS FOR YOU - #GSILATAM

FACEBOOK/LINKEDIN:

We are hosting our first gender-smart investing forum in Latin America!! Are you an investor, social entrepreneur or changemaker who wants to create innovative solutions that support women and advance gender equality? 🗨 Register today: <http://bit.ly/gsilatameng> #GSILATAM#FLIIX

Join us at the first gender-smart investing forum in Latin America, hosted by Pro Mujer! The event is gathering investors, social entrepreneurs and changemakers who want to create innovative solutions that support women and advance gender equality 🗨 #GSILATAM Register now: <http://bit.ly/gsilatameng>

Join @promujerintl to advance gender equality! Come and work hand in hand with a diverse group of key agents, and changemakers at the GSI Forum Latam. It's for free. Apply here: <http://bit.ly/gsilatameng> #GSILATAM

@promujer is hosting the first GSI Forum Latam! Come to create innovative solutions to drive investments with a gender lens in the region. #GSILATAM Apply now! <http://bit.ly/gsilatameng>

Investing with a gender lens has grown significantly around the world from \$1.3 billion in 58 funds in 2017 to \$2.2 billion in 87 funds in 2018. GSI Forum Latam is helping gathering more investors interested in supporting women-led business. Learn more about the event: <http://bit.ly/gsilatameng> #GSILATAM

IMAGES:

[Images are available for download HERE.](#)

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#GSI *Latam*

SOCIAL MEDIA POSTS FOR YOU (SPA) - #GSILATAM

FACEBOOK/LINKEDIN:

¿Vas al Foro Latinoamericano de Inversión de Impacto X? Aprovecha y asiste también al GSI FORUM LATAM previo al #FLIIX, ¡es gratuito! Concretarás colaboraciones futuras para contribuir a la igualdad de género. Aplica: <http://bit.ly/gsilatames> #GSILATAM

¡Este es un momento definitivo para la inversión con enfoque de género! Vivimos desafíos, pero también innovación y activismo. Durante #GSILATAM podremos co-crear soluciones para lograr un cambio duradero y sostenible  <http://bit.ly/gsilatames> #LatinasDeliver #FLIIX

Nuestro equipo se prepara para el #GSILATAM previo al #FLIIX. Allí nos reuniremos con diversos líderes y agentes de cambio, como la Presidenta y CEO de @pro-mujer Maria Cavalcanti, para co-crear soluciones y analizar las brechas en el ecosistema de la inversión con enfoque de género. <http://bit.ly/gsilatames>

TWITTER/INSTAGRAM:

Si la inversión social y de impacto es lo tuyo, no te pierdas el GSI FORUM LATAM. Aplica y únete a la comunidad #GSILATAM: <http://bit.ly/gsilatames> #FLIIX

¿Sabías que la inversión con enfoque de género o inversión inteligente con lente de género atrae a inversionistas diversos? Comparte tus experiencias y aprende más aplicando al GSI FORUM LATAM. <http://bit.ly/gsilatames> #GSILATAM

¡Qué tu empresa esté a la vanguardia! La inversión con enfoque de género es el ahora y el futuro. Aprende y cocrea aplicando al el GSI LATAM FORUM #GSILATAM: <http://bit.ly/gsilatames>

Si la inversión de impacto es tu campo, ¡no lo pienses más! Asiste al #GSILATAM y genera el cambio que necesita nuestra región. Regístrate: <http://bit.ly/3ax3LXb>

Acompañaré a @promujer en el #GSILATAM para explorar soluciones innovadoras que aceleren la inversión con enfoque de género en la región. #LatinasDeliver #FLIIX <http://bit.ly/gsilatames>

IMAGES:

[Imágenes disponibles aquí.](#)

Te invitamos a usar este material gráfico en tus publicaciones sobre el #GSILATAM

#GSI *Latam*

SOCIAL MEDIA POSTS FOR YOU (ENG) - #FLIIX

TWITTER/INSTAGRAM:

🗨️ Coming soon: the Latin American Impact Investing Forum (#FLIIX), a space for investors, entrepreneurs, non-profits and changemakers to come together with one purpose: to develop innovative solutions to tackle social and environmental issues. <http://bit.ly/fliix2020>

The Latin American Impact Investing Forum is around the corner! The most important gathering for social and impact entrepreneurs in Latin America! @NewVentures #FLIIX <http://bit.ly/fliix2020>

When we are united and diverse, we can accomplish more! #FLIIX is gathering key agents of impact in Latin America to create innovative solutions to tackle social and environmental issues. Learn more: <http://bit.ly/fliix2020>

President & CEO Maria Cavalcanti @cavalcanti_nyc of @promujer will be a keynote speaker at #FLIIX. We are proud to join incredible people working to invest and advance human rights in Latin America 🤝🤝

We are ready for #FLIIX, an event that every year brings together the main actors of impact investment like Carmen Correa @mcccdea, @promujer's Regional Director. She will share innovative tools to promote gender-smart investing.

IMAGES:






[Images are available for download HERE.](#)

We invite you to use them with your posts about FLII.

SOCIAL MEDIA POSTS FOR YOU - #FLIIX


FACEBOOK/LINKEDIN:

Our team is getting ready for #FLIIX! We will be gathering with diverse leaders and changemakers from around the world, like President & CEO of @promujer, Maria Cavalcanti, to co-create solution around:

-  Systemic thinking
-  Climate change
-  Redefined industries
-  Resilient investing
-  Visibility and inclusion

Nancy Swanson, founding member and Executive Director of the Linked Foundation, and a member of @promujerintl's Board of Directors, will attend #FLIIX to share real financial management experiences that benefit social impact investment. We are excited to hear it!

We reassure our commitment to the region by supporting @promujer, a key sponsor of the Latin American Impact Investing Forum hosted by @newventuresmexico. This event seeks to co-create innovative solutions to tackle social and environmental problems in the region. #FLIIX

We support @promujer's presence at FLII - Latin American Impact Investing Forum. This forum brings together key agents from different sectors: impact businesses, corporations, investment funds, ONGs, business schools and changemakers around the world. Follow the event using #FLIIX 

We are pleased to see women leaders such as Carmen Correa, Regional Director of @promujerintl, participating at the "Foro Latinoamericano de Inversión de Impacto X." She will be talking about innovative tools to invest with a gender lens.

IMAGES:

[Images are available for download HERE.](#)






We invite you to use them with your posts about FLII.

SOCIAL MEDIA POSTS FOR YOU (SPA) - #FLIIX

FACEBOOK/LINKEDIN:

Desde hace 30 años, Pro Mujer ha demostrado el poder transformador de invertir en las mujeres. Únete a ell@s en #FLIIX, el foro más importante de emprendimiento social e inversión de impacto en América Latina: <http://bit.ly/fliix2020> #LatinasDeliver

@promujer/@promujerintl liderará conversaciones sobre la inversión estratégica de género durante el #FLIIX. Sigue #LatinasDeliver para estar al día con sus intervenciones y experiencias.

Nuestro equipo se prepara para el #FLIIX. Allí nos reuniremos con diversos líderes y agentes de cambio, como la Presidenta y CEO de @pro-mujer Maria Cavalcanti, para cocrear soluciones alrededor de    inversión resiliente y   visibilidad e inclusión.

TWITTER/INSTAGRAM:

¡10 años creando soluciones innovadoras que resuelvan problemas sociales y medioambientales! Todo esto en el #FLIIX, organizado por @NewVenturesMX. <http://bit.ly/fliix2020>

La Presidenta y Directora General de @promujer, Maria Cavalcanti, hablará en #FLIIX sobre el poder de invertir en las mujeres y niñas. Conoce su gran experiencia: <http://bit.ly/fliix2020> #LatinasDeliver

La inversión con perspectiva de género real y sostenible no es posible sin el poder de la unión. Me entusiasma acompañar a @promujer en #FLIIX para explorar soluciones innovadoras que aceleren la #equidaddegénero. #LatinasDeliver

IMAGES:

[Imágenes disponibles aquí.](#)

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INVERSIÓN INTELIGENTE
CON ENFOQUE DE GÉNERO