

WOMEN IN CONSTRUCTION

WIC Social Media Policy

The Women in Construction (“WIC”) Conference is the premiere forum for education, professional development and networking for women in the build industry. The organization empowers women to grow and achieve success in the build community, which we also want to exemplify in our social media presence. To that end, all social media posts across our networks (Instagram™, X™ (Twitter), Facebook™, and LinkedIn™) are reviewed by our Social Media Team (SMT) to ensure values are aligned across platforms, and messaging is consistent. Any individual with an external social media post request such as a non-WIC hosted event, announcement, job opportunity, etc., should follow the relevant steps below for approval. WIC reserves the right to edit proposed content, or to decline any post request.

Find & Follow WIC on Social:

- <https://www.facebook.com/WICDC/>
- https://www.instagram.com/wic_dc/
- https://x.com/WIC_DC
- <https://www.linkedin.com/company/wic-dc/>
- <https://www.linkedin.com/groups/3957260/>

External Events/Announcements

- ◆ Email jesse@garchikconsulting.com with request including all relevant event information (date/time/location/cost), contact information for host, flyer/image, link to event/host website, & draft language for post. You will receive a response within 72 hours with any questions, revisions, or notice of post approval.
- ◆ *Disclaimer: Content may not be suitable for all WIC social media pages. Items will be posted at the discretion of the social media team.

Job Opportunities

Job-related posts may only be shared on [WIC’s LinkedIn™ Group](#)

- ◆ You must be a member of the Group in order to submit a job post. You can confirm your membership by clicking ‘My Network’ and viewing ‘Groups’ on the left-hand side of the page. Interested individuals should click the blue ‘Join’ button to request membership.
**Membership in the Group is not the same as [following WIC on LinkedIn](#).*
- ◆ Once a member of the Group, draft & submit a job post including position, company, contact information, etc, by clicking ‘Start a post in this group’ in the Group timeline.
- ◆ Once submitted, posts will be approved on a weekly basis. If you have further questions, please reach out to Jesse at jesse@garchikconsulting.com
- ◆ *Disclaimer: The content published here does not reflect WIC’s views or endorsement. Those views belong entirely to the post author.