Introduction to the SheLeadsTech Toolkit for Chapters

The underrepresentation of women in the technology workforce is a complex and multi-layered problem. By attacking this challenge on multiple levels—raising awareness, preparing to lead and building global alliances—and consolidating the collective determination of individuals and organizations around the world, SheLeadsTech can empower women in the global technology workforce.

This toolkit is a robust collection of resources, tools and assets to assist chapters in participating in the SheLeadsTech initiative on a local level.

STAY IN TOUCH:

Let us know of your events by completing and submitting this form

Join the Engage SheLeadsTech Community

Questions? Please contact us.

Thank you for your support and participation in this important One In Tech initiative!

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About SheLeadsTech

PILOT PROGRAM
The “Connecting Women Leaders in Technology” program ran as a pilot from 2015 to 2017. The program held networking events and sessions at ISACA’s conferences, hosted a webinar series and highlighted women in technology in ISACA publications.

During the pilot, ISACA evaluated member and chapter support for a full program. Following the 2017 ISACA research, “Breaking Down Gender Barriers to Build the Future Tech Workforce,” it was determined there was a need and support for ISACA to proceed with creating the program. The pilot was evaluated to develop the purpose and direction of the program and was rebranded and rolled out as SheLeadsTech. SheLeadsTech launched in the fall of 2017 at ISACA’s CSX North America and CSX Europe conferences. SheLeadsTech is an inclusive program that encourages the support of men and women as participants and ambassadors.

SheLeadsTech now operates as a program under One in Tech, an ISACA Foundation. One in Tech’s mission, to build a healthy digital world that is safe, secure and accessible for all, supports the work that SheLeadsTech does in the world.

TODAY
SheLeadsTech has a robust presence:

Global Events—holds conference sessions, panels and speaking opportunities for industry experts and networking sessions

Chapter Events—ISACA’s network of more than 220 chapters around the world conduct local SheLeadsTech events

External Events—places women speakers at external industry events and has formed an expert speakers’ bureau to identify women who would be ideal speakers at global events

Research—conducts important research and thought-leadership on diversity within the tech workforce to identify important trends and data points that support SheLeadsTech’s mission and strengthen related calls to action

Webinar Series—provides global industry thought-leader perspectives on the challenges and opportunities facing women in the tech workforce

Advocacy—representatives meet with leaders around the world to partner on projects that will further the program’s mission
SheLeadsTech Messaging

**SHELEADSTECH MISSION STATEMENT**
The SheLeadsTech program aims to increase the representation of women in technology leadership roles and the tech workforce.

**SHELEADSTECH PILLARS**
The SheLeadsTech program targets the global network with compelling calls to action so our constituents are more aware of the need for inclusive practices and encourages women to think differently about their choices. By taking action in the following three key areas—the pillars upon which all program activities are built—we can drive awareness and investment and create community:

1. **Raising Awareness**—We will work to educate employees, allies and engaged professionals to overcome unconscious bias. Extensive studies and social-psychology research have shown how women are stereotyped and the profound cumulative effects of unconscious bias. By addressing the perception of diversity and making more people aware of their own hidden biases, we set the groundwork to help individuals overcome unconscious bias.

2. **Preparing to Lead**—Our training and skills development programs will prepare current and upcoming female leaders for the digital future. We have created powerful training programs that can support professional development in the workplace.

3. **Building Global Alliances**—Through strategic partnerships, we will amplify our impact beyond the ISACA network and support our chapters as they tackle the unique challenges in their countries and regions. We believe our voices are stronger together. By working together, acting as ONE, we can significantly impact perceptions and activate change to the benefit of women in tech and, subsequently, all our constituents and the professionals we serve.

**CORE MESSAGE**
At One in Tech, an ISACA Foundation, we believe it is crucial for the tech industry to solve the underrepresentation of women in the workforce. Our global reach of engaged professionals provides us with a unique position to effect change as we address the deficit in gender diversity.

**WHY GENDER DIVERSITY MATTERS**
The gender imbalance in the professions we serve results from a complex set of structural and cultural issues that are incompatible with the values of the tech industry: innovation, creativity and diversity of thought. As an industry-leading organization that serves tech professionals around the world, we believe now is the time to focus on putting an end to gender inequality.

**THE OPPORTUNITY**
As industries undergo ever-faster digital transformations, the need for talented and skilled professionals grows with it. Women cannot be left behind. By supporting future and current women leaders, women can become embedded in every part of the global tech economy.
Making the Case for Gender Diversity

Not only are women hired in lower numbers than men, they also leave tech at more than twice the rate of men. This has contributed to a deficit of gender diversity in the tech workforce.

Learn more about the deficit of gender diversity in the tech workforce

A BOOST FOR COLLECTIVE INTELLIGENCE

Enriching the employee pool with a greater representation of women is key to boosting a company's intellectual potential. Hiring individuals who do not look, talk or think like their employer can allow organizations to dodge the costly pitfalls of conformity, which discourages innovative thinking.

A DIVERSE WORKFORCE:

- Becomes more aware of their own entrenched ways of thinking that can otherwise blind them to key information, and even lead them to make errors in decision-making processes.
- Can help keep biases in check and make individuals question their assumptions. This can make teams smarter and an organization more successful.
- Is more likely to reexamine facts, remain objective and encourage greater scrutiny of one another’s actions, keeping their joint cognitive resources sharp and vigilant.

Additionally, Gallup found companies with diverse teams (including those with greater participation by women) have a 22% lower turnover rate. Organizations with more inclusive cultures also have an easier time recruiting.

By addressing this underrepresentation, our community can inspire women to join our industry and encourage those already in the industry to stay longer, bring more innovative solutions, deliver business advantages and boost the collective intelligence of an organization.

Implementing a SheLeadsTech program can have a powerful impact on your chapter. It is an opportunity to reach new audiences and potentially interest inactive or past members.
Benefits of SheLeadsTech

A SheLeadsTech program can:

* Create awareness of the positive effects of diversity. You can help your chapter members understand the impact of diversity and how it affects their careers and enterprises.

* Increase visibility for your chapter and expand your local network. Offering SheLeadsTech events can help you reach new audiences. By inviting relevant, local industry and educational institutions, other associations/chapters and non-governmental organizations (NGO's) serving women and/or girls in tech, you can reach new audiences. Have a follow-up plan in place to continue the interactions and be sure to demonstrate the benefits of chapter membership during the programs.

* Increase leadership development opportunities, including roles for young, professional women. There are many different organizations and non-governmental organizations (NGOs) working to interest girls in tech. Holding joint events, sponsoring one of these organizations’ events and getting involved in their organizations are ways to develop your leader and member pipelines.

* Provide speaking opportunities. An excellent step toward implementing SheLeadsTech in your chapter is to increase the percentage of women speaking at your events. Building a SheLeadsTech program also offers the opportunity to have more events. By increasing speakers and events, you likely will increase the network of members interested in your events, as well as chapter leadership opportunities.

* Develop partnerships and collaborations with industry and academia. Many enterprises are looking for ways to implement a program for women in tech, or partner with other groups that have a program. Partnering is a way to get funding and sponsorship, hold larger events and introduce yourself/the chapter to new audiences. You also may want to consider working with universities. Presenting at a college/university or inviting students to your events can increase attendance, create a member pipeline for your chapter and introduce potential interns or recent graduates to your current members.

* Offer mentorship opportunities. A 2017 ISACA member survey showed many members are interested in a mentoring program—either being a mentor or finding a mentor. While you may not have the ability to match mentors and protégées/mentees, you can provide opportunities for them to meet. This toolkit includes a guide for holding networking and mentoring events. This is another way to engage your membership, find potential members and introduce your chapter to students and young professionals.
Overcoming Challenges

Starting or enhancing the SheLeadsTech program for your chapter is exciting! While you may face challenges along the way, do not let that stop you. Take a step back and brainstorm creative ways to present the program to your chapter and members. Some challenges and how to overcome them are suggested below.

LACK OF INTEREST
You may learn your chapter members or leaders are not interested in pursuing a SheLeadsTech program. If this is the case, there are many ways you can still move forward and participate in SheLeadsTech:

✦ Survey the membership to determine who is interested in a SheLeadsTech program.
✦ Set goals for your chapter. While you might not be ready to hold SheLeadsTech-specific events, you can seek to increase:
  ✓ The number of women speakers at your events;
  ✓ The number of partnerships you have with other women-focused organizations;
  ✓ The number of women attending your events.

NEGATIVE FEEDBACK OR REACTIONS
SheLeadsTech can elicit strong reactions. Some do not understand why a push needs to be made to get more women in tech.

✦ Decide if you want to respond. You may not want to engage with some negative feedback or reactions. Some people just need to vent or to state their opinion. If no feedback is required, thank them for their perspective and drop the subject.
✦ If you do need to respond, there are several ways to do this:
  ✓ Hold a seminar to raise awareness and explain the importance of diversity in the workplace.
  ✓ Reinforce the fact that all SheLeadsTech events are inclusive. We encourage everyone to attend and participate—both men and women.
  ✓ Make sure SheLeadsTech is integrated into the rest of your programs. SheLeadsTech is in addition to, not instead of, your regular programs.

CROWDED SPACE
SheLeadsTech is not alone in its support for women in tech. There are many other organizations supporting the cause. This does not mean SheLeadsTech is not important or does not have its own voice and role in this space. It is an added benefit for your members. It does not require them to join or support another organization or go to new or additional meetings. You are delivering content that is important to them in a way that it is familiar and fits into their busy lives.

SheLeadsTech also provides an opportunity to work with other organizations and support women in tech together. No one group can be everything to everyone but joining forces makes our voices stronger and louder.
SheLeadsTech Liaison

Chapters that are implementing a SheLeadsTech program should appoint a SheLeadsTech Liaison as a valuable first step toward building the program. The SheLeadsTech Liaison serves as the link between the chapter board, members and One in Tech, promoting SheLeadsTech events and leading the charge for chapter-based SheLeadsTech events.

RESPONSIBILITIES OF THE SHELEADSTECH LIAISON

✦ Serves as the liaison between the SheLeadsTech program lead at ISACA’s One in Tech and the local chapter
✦ Creates strategies and plans for a SheLeadsTech program at the chapter level
✦ Promotes SheLeadsTech events created by One in Tech and other chapters
✦ Serves as the “face” of the SheLeadsTech program at the chapter level, including presentations to the chapter board, at chapter events and to outside organizations
✦ Helps fill volunteer roles for SheLeadsTech events
✦ Serves as an inviting and welcoming leader that encourages others to get involved (i.e., invites people to events, makes sure they feel welcome and included)
✦ Creates an atmosphere of inclusion and acceptance
✦ Embraces the SheLeadsTech mission
✦ Welcomes new chapter members and lets them know about the SheLeadsTech program, including:
  > Encourage joining the Engage community’s SheLeadsTech community

More information on the SheLeadsTech Liaison role within the chapter can be found in the Chapter Leader Portal.

REPORTING RESPONSIBILITIES (RECOMMENDED/SUGGESTED)
The SheLeadsTech Liaison should report to the chapter president and work closely with the chapter’s membership director, treasurer and vice president, as well as the program lead of One in Tech.

TURNOVER PROCEDURES
When a term ends for the chapter’s SheLeadsTech Liaison and a new person steps into the role, the following steps should be completed:

✦ Attend the succession meeting as scheduled by the chapter president, and turn over all documentation, procedure manuals, software, inventory, etc., at the meeting.
✦ Transfer the permanent file to the new SheLeadsTech Liaison (or to the president, if a liaison has not yet been identified).
✦ Discuss any challenges, successes and goals, thus far.
Advocacy in Your Community

**ADVOCACY: THE ACT OR PROCESS OF SUPPORTING A CAUSE OR PROPOSAL.**

**GLOBAL ADVOCACY**
SheLeadsTech advocates for recruiting and retaining more women in tech. The program engages in global advocacy work through its participation in the Commission on the Status of Women events at the United Nations and regional days of advocacy. This advocacy work will continue to grow with the SheLeadsTech program.

**LOCAL COMMUNITY/GOVERNMENT ADVOCACY**
Chapters are encouraged to get involved on a local level. If your chapter is interested in community and government advocacy, please contact SheLeadsTech for guidance, including who to talk with and how.

Please note: ISACA and One in Tech may discuss legislation that will help the professions we serve but do not take a position on controversial topics. All our representatives should be aligned, supporting the same causes and advocating in a way that supports our larger global advocacy goals.

Contact SheLeadsTech for Guidance
Event Ideas

THERE ARE MANY WAYS TO DEVELOP EVENTS as part of your chapter’s SheLeadsTech program. This toolkit outlines a few models and provides instructions on how to execute them. Most importantly, SheLeadsTech events are not exclusive. The program supports women in tech and encourages both men and women to attend.

When you are ready to plan your event, fill out the event Notice Form. This will allow us to promote your event on the SheLeadsTech website and will provide us with global metrics on the SheLeadsTech program.

Fill out the event Notice Form

TYPES OF EVENTS

A. Raising Awareness
A great way to begin your SheLeadsTech program is with an event to raise awareness about both the program and why diversity matters in the workplace. Events to raise awareness can take many different forms including:

- A panel discussion about diversity in the workplace. You could include:
  - Women in tech talking about their careers
  - Human resources professionals addressing hiring practices
  - Academia talking about the research surrounding women in tech and diversity in the workplace
- A keynote presentation followed by networking
- A presentation outlining how your chapter will support the SheLeadsTech initiative

B. Personal skills building—public speaking, presentation workshops
Many people do not feel comfortable speaking in public or do not know how to put together a productive and informative presentation. Offering workshops to build skills can widen your pool of speakers for events and help women build speaking skills.

PUBLIC SPEAKING
- Public Speaking Coach—Bring a speaking or vocal coach in to present and guide attendees.
- Start a Toastmasters club at your chapter.
- Create a goal for increasing women speakers at your events.
- Approach and encourage women to speak and provide them the opportunity to build skills.

PRESENTATIONS
- Have an engaging and polished presenter discuss the points of a good presentation.
- Hold a roundtable event, where small groups discuss the attributes of a successful presentation. Bring the groups together at the end to create a master list.
- Offer presentation workshops, in which attendees bring a presentation and receive constructive feedback from a professional.
C. Structured mentoring and networking
A survey of ISACA’s women members showed a strong desire for mentor opportunities. Holding an event focused on mentoring and networking can provide your members a valuable benefit, which has the potential to increase your member retention and participation.

**TIPS:** When hosting a mentoring or networking event, consider:

- Opening with a speaker, then providing an opportunity for networking;
- Ensuring there is space to allow people to walk around and talk;
- Serving hors d’oeuvres and drinks;
- Allowing at least 30 minutes for networking, if the event is not solely for networking;
- Offering buttons or stickers at your events indicating if people want to mentor or are looking for a mentor (e.g., “I am looking for a mentor” and “I want to be a mentor”). This can help spur meaningful, relevant conversations.

**THERE ARE MANY WAYS TO HOLD MENTORING AND NETWORKING EVENTS.** It does not have to be difficult or administratively complicated to hold successful events that support your member needs. Here are suggestions:

- **Partner with** a corporation, non-governmental organization (NGO) or another association to hold a networking event.

- **Speed Networking:**
  
  - For this event, you will need two lines of chairs facing each other (or tables with a chair on each side). It does not matter who sits where. Be sure to have enough chairs for everyone.
  - Have attendees network with the person sitting across from them.
  - After 3–5 minutes, have one side of the line move one seat over, so everyone has a new person sitting across from them. Continue this for 30–45 minutes.
  - Encourage people to make connections and exchange business cards/contact information.
  - Following the speed networking, you can:
    - Have a short keynote, followed by general networking;
    - Hold an open networking event, where people can mingle and talk.

- **Formal Mentor Program:** Your chapter may opt to hold its own mentor program. There are many steps involved in creating a mentor program:

  1. Create a timeline for the program.

     - How long do you want it to last? Is it a short, two- to three-week program, or six to 12 months?
     - Set deadlines for tasks. Create a calendar of discussion points and regular check-ins with a program administrator to make sure both people are following through.

  2. Build a guideline for mentors and mentees to follow, especially if you are planning to have a longer program. How will you keep people accountable to the program and to each other?
3. Create an application for mentors and for mentees—online is preferred—with a window of dates for sign-up.

4. Once sign-up is over, match mentors and mentees.

5. Alert those who did not find a match that current participants did not match their request, so they are aware the program did not meet their needs this year.

6. Alert mentors and mentees of their matches.

7. Schedule check-in points with both sides of the relationship to ensure they are following through.

8. Create a process to dissolve relationships that are not working or where one partner is not participating.

**Mentoring Roundtable Event:** This event pairs a mentor with a group of people looking for assistance. There are two ways to provide an event like this:

**MENTOR EVENT APPROACH 1**

Gather information ahead of time to determine what people need help with and match them with a mentor ahead of the event.

Prior to sending invitations, decide how large you want the event to be and find mentors for the event. You will want one mentor for every four to five mentees at the event. Each group should have a small table where they can sit and talk. In the invitation, provide information on topics they can expect the event to cover. Instruct mentees to RSVP with their top two or three choices of mentor topics. The responses from your attendees will help you match mentees to mentors.

For the event, number each of the tables and provide the table mentor information about who will be at their table. When guests arrive, give them a nametag and let them know what table to go to (or print it on their nametag). Once the event starts, the mentors will answer questions from the mentees. Attendees also will learn from each other. You do not have to limit table discussions to women in tech or ascending the career ladder. You might have topics like:

- ✓ Learning how to use social media effectively for your company
- ✓ Improving your personal branding
- ✓ What keeps a CISO up at night

Give the groups 45–60 minutes to talk. Feel free to provide them with a list of questions to help them get started. After the group mentoring is over, hold a 30–60-minute networking event to allow people to talk with those who were not at their table.

**MENTOR EVENT APPROACH 2**

Allow people to self-select at the event.

Prior to sending invitations, decide how large you want the event to be, and find mentors for the event. You will want one mentor for every four to five mentees at the event. Each group should have a small table where they can sit and talk. In the invitation, provide information on topics they can expect the event to cover.

In this approach, you will not be asking the attendees to provide information ahead of time.

Set signs at each table letting people know what the table will be discussing. It might be:

- ✓ Public Speaking
- ✓ Leadership
- ✓ Growing your social media following

When mentees arrive, they can choose the table according to the topic they are interested in. Each table should have four to five mentees. Have the table talk for 45–60 minutes, or rotate mentees every 15 minutes. This provides the opportunity for mentees to learn about more things, although discussions would be less in-depth.

After the group mentoring is over, hold a 30–60-minute networking event to allow people to talk with those not at their table.
Event Sponsors and Partners

The SheLeadsTech program can lead to new sponsors for your chapter and chapter events, as well as open the doors to partnership with other organizations. Collaboration with other chapters can create an opportunity for larger events with pooled resources.

**SPONSORS**

SheLeadsTech provides an opportunity to discuss a new program when presenting your chapter and chapter events to potential sponsors. Many organizations have women in tech programs and/or would like to support a women in tech program, so be sure to take these steps:

- If your chapter has a sponsorship prospectus, add your SheLeadsTech program to the prospectus.
- Create a sponsorship sheet for your SheLeadsTech events. Include options and pricing.

**PARTNERS**

Partnerships are unlike sponsorship in that they do not necessarily involve money. A partnership is two or more organizations deciding to work together for a specific purpose. It allows all organizations to work within their own proficiencies, creating the potential for a more successful result. SheLeadsTech offers many opportunities for your chapter to partner with other organizations. You might partner to:

- Hold a joint event;
- Support a conference or event held by another organization via a monetary donation or by providing volunteers;
- Provide mentors and role models for girls and young women interested in tech;
- Fundraise for non-governmental organizations (NGOs; i.e., nonprofits) through donations and/or event registration fees.

The groups you may partner with are closely related to the groups you might decide to invite to participate in the SheLeadsTech program, including:

- NGOs
- Educational institutions
- Corporations
- Other associations or women in tech groups

Partnering can help all involved organizations pool resources and/or reduce costs, increase their audiences, provide leadership opportunities and leverage dynamic speakers.

**COLLABORATION**

Chapters can collaborate with other nearby chapters to create SheLeadsTech events. Benefits include pooling resources (e.g., budget, speakers, volunteers, participants) and giving a chapter that would not otherwise participate in SheLeadsTech an opportunity to do so.
Event Planning

Now that you have an idea of the kind of event you are going to hold, it is time to start planning.

1. First, establish a committee—Gather a small group of chapter members who have volunteered to work on the planning committee. Review the steps and assign tasks with dates for completion.

2. Next, feel free to use the template in the appendix to plan the details of your event.

3. Do not forget to let SheLeadsTech know of your event. Complete the form.

Finding Speakers

One of the most important aspects of your event plan is the speaker list. SheLeadsTech events do not have to be made up of only women speakers, but be cognizant of make-up of your speakers. If you are holding a SheLeadsTech event, a panel of all men might not send the right message.

You may not need to look further than your own membership to find speakers. Your members and their networks may have enough variety of topics and experiences to fill your speaking slots with qualified, dynamic speakers. If that is not the case, or you want to use this as an opportunity to move beyond your local talent, a few ideas are:

- Professors and higher education professionals
- ISACA and One in Tech leadership—ISACA’s or One in Tech’s board of directors, SheLeadsTech volunteers
- Other chapters – Reach out to other chapters that have held SheLeadsTech events for speaker recommendations
- Government officials
- Women in tech leadership roles
- Companies you are considering or working with for sponsorship
- Nongovernmental organizations (NGOs)

When inviting speakers, be prepared to provide details of your event. Also, be upfront about any budget for travel and your ability to pay a speaking fee. Tell them a little bit about your chapter, SheLeadsTech and why you are interested in them as a speaker. If you need other speakers, ask if they have anyone to recommend.
Event Invitations

The next step is to create an invitation list and invitation.

**INVITATION LIST**
Look beyond your membership and usual ways of inviting guests. A few ideas of people to invite are:

- ✓ Your entire membership
- ✓ Local colleges and universities
- ✓ Other ISACA Chapters – and consider doing a joint event
- ✓ Corporate and industry sponsors and potential sponsors
- ✓ Other local women in tech groups
  (e.g., AnitaB.org, Women in Tech International, Women in Security and Privacy)
- ✓ Corporate women in tech groups
  (e.g., Oracle’s OWL, Deloitte’s Executive Women in Tech)
- ✓ CIOs, CISOs, and other C-Suite tech professionals in your area
- ✓ NGOs focused on women and girls in tech
  (e.g., GirlsWhoCode, ChickTech)

**THE INVITATIONS**
Consider different modes of invitations for various groups. Using multiple methods can help you reach a wider audience and reach people who might not otherwise see your invitation. Direct everyone to RSVP via the same manner by linking to your preferred registration tool.

Different methods of invitation might be:

- ✓ Online platform like Cvent or Eventbrite
- ✓ Emails with registration link
- ✓ Facebook event page
- ✓ Mailed paper invitations
Marketing and Brand Guidelines

BRAND GUIDELINES
ISACA's Marketing Creative Assets are available for chapters' use in the Chapter Leader Portal. In the folder, you will find ISACA's Brand Guidelines and how to use the assets.

Go to Chapter Leader Portal

SHELEADSTECH LOGO
Please email sheleadstech@isaca.org to receive the SheLeadsTech logo for use in your materials. The SheLeadsTech color logo is shown below.

Some guidelines include:

✓ Logo can be reversed to print as white
✓ DO NOT place the color logo on black or dark-colored backgrounds, or on patterns, against which the logo cannot be easily seen.
✓ DO NOT change any of the colors of the logos.
✓ DO NOT change any element of the logo or set any logo text in a different typeface or configuration.
✓ DO NOT distort the logo. You may scale the logo up and down, but the proportions must always remain the same.
✓ DO NOT use the logo in a sentence or headline.

If you have any questions regarding the content or need additional information on SheLeadsTech logo usage and guidelines, contact the ISACA Marketing Department.

Using the SheLeadsTech Logo on Materials
If you decide to create your own merchandise, please abide by the Brand Guidelines. If you have any questions, contact sheleadstech@oneintech.org.

Additional resources for marketing the SheLeadsTech program can be found in the Chapter Leader Portal.
Social Media

Every day, people have conversations about ISACA and our certifications, research, frameworks, solutions and events on social media, including, but not limited to, LinkedIn, Facebook, Twitter, Instagram, YouTube and other online forums. Social media is an excellent way to engage, inform and respond to our members and others.

We encourage you to use your existing ISACA social media platforms to promote SheLeadsTech to the audience you have created and cultivated. We do not recommend creating a SheLeadsTech-specific platform for your chapter. Use the hashtag #SheLeadsTech to tag your posts to help us track engagement and activities.

SOCIAL MEDIA GUIDELINES

1. **Be transparent.** When you talk about ISACA on social media, disclose when you are posting on ISACA’s behalf.

2. **Protect information.** If you have information about ISACA, its products or services, or its internal business operations (including financial matters) that is not known by the general public or is subject to a non-disclosure agreement, do not include it in any social media content.

3. **Respect intellectual property rights.** The Internet makes it easy to search and find imagery and other third-party content with the click of a button. However, this content is often owned or copyrighted by other parties. Social media content must not include materials that are copyrighted by third parties without the express written permission of the third-party owner. Instead of posting this content, retweet or share it directly from the source.

4. **Be truthful and fair.** Social media lets you communicate very quickly and spreads your message widely in seconds. This makes it difficult to fix an inaccurate message once you have shared it. Double check all content for accuracy and make sure it is truthful and correct. Only make statements about ISACA or others that you know for certain are true and can be verified. Do not criticize or make disparaging remarks.

5. **Follow the law and the Code of Conduct you are bound by as an ISACA member.** You are responsible for what you post in social media. This means that you are liable for your actions with respect to your social media activities.

6. **Respect the privacy rights of others and seek permission and obtain written consent before posting content.** Everything on the Internet is public and searchable. Once you hit “share,” you usually cannot get your content back.

SAMPLE TWEETS AND POSTS (USE #SHELEADSTECH #ONEINTECH #DIVERSITYINTECH)

- The issue of women in tech, or lack thereof, is a hot topic. Join us on [DATE] for a #SheLeadsTech event and networking to discuss issues women face in the workforce, how diversity benefits organizations, and how we can all work together to effect change.

- #OneInTech believes it is crucial for the tech industry to solve the underrepresentation of women in the workforce. Join us [DATE] for our #SheLeadsTech event and networking reception to see how we can all work together to effect change.

- Register now for the ISACA’s #SheLeadsTech event and networking reception on [DATE].

Find more information on social media  >  Email us with any questions  >
SheLeadsTech Event Day

To create the most welcoming environment possible, there are a few volunteer roles you may want to consider for your event:

✓ Greeter—The greeter will say hello as people walk in, introduce people and help guests feel welcome.

✓ Registration Desk Receptionist(s)—Providing a receptionist gives people a place to check in, assures them they are in the right place and helps them feel comfortable. Nametags can be helpful to spark conversation.

✓ SheLeadsTech Liaison Speaker—Your SheLeadsTech liaison could make a great master of ceremonies or opening speaker. (S)He can give an overview of the program and its relevance to the chapter members and all professionals ISACA serves.

If you want to give a gift or expression of thanks to your speakers and/or guests, keep in mind you may have a mix of men and women, so a gender-neutral gift is recommended.

Post-Event

EVENT REPORTING
Once your event is over, let One in Tech know how it was! Send an email to sheleadstech@oneintech.org and tell us:

✓ Day and location of your program
✓ Program Title
✓ Agenda
✓ How many people attended
✓ Feedback from attendees
✓ Observations and lessons learned

KEEPING UP THE MOMENTUM
After your first event, you should have garnered some awareness of and interest in the SheLeadsTech program. To capitalize on this, have a plan of action ready to implement immediately following your first event. For example:

✦ Have an ongoing program plan for SheLeadsTech.

  ✓ How many events will you hold over the next year?
  ✓ What activities or opportunities are there for members to be part of SheLeadsTech within your chapter?

✦ Contact your attendees.

  ✓ Thank them for coming and let them know about other activities coming up both with your chapter and ISACA’s SheLeadsTech.

✦ Thank your speakers.

  ✓ Send a follow-up note to your speakers with information on how to stay engaged with your chapter and with SheLeadsTech.

✦ Thank your sponsors.

  ✓ Thank your event sponsors and make sure to let other sponsors and potential sponsors know about your chapter’s engagement with SheLeadsTech.

Taking these steps can help your chapter make the most of your SheLeadsTech programming.
Appendix

One in Tech She Leads Tech

Event Day Checklist

1. BEFORE THE EVENT
   - Do you have event plans with current contact information for volunteers and vendors?
   - Do you have payment plans for venue, food & beverage and any other needed for the event?
   - Do you have seating charts, check in sheets, and all other printed materials?
   - Do you have all necessary supplies – tables, chairs, buttons, pens, etc?
   - Do you have speakers, your volunteers, and vendors have your contact information?

2. DURING THE EVENT
   - Is the registration area clearly marked and staffed?
   - Do volunteers know their roles and any instructions assigned to manage registration?
   - Do the speakers have instructions on arrival time and place?
   - Do you have copies of the presentations and all needed AV supplies?
   - Do you have volunteers assigned to cue speakers, and run AVs for each talk?
   - Do you have any questions in the audience for your Q&A (if you are holding one)?

3. AFTER THE EVENT
   - Do you have volunteers to stay and help clean-up?
   - Are volunteers available and given enough information to help with any last minute needs?
   - Do you have a clear follow-up plan for the event? Email to attendees, etc?
   - Are you appropriately thanking your attendees and your speakers?
Thank you for your support of this important initiative!