

THE POWER OF YOU



INSPIRE · NETWORK · GROW

We want to continue making positive change by building an inclusive and supportive industry.

We want everyone in the meat industry to feel empowered and confident in your unique strengths and superpowers. Because when we come together as an empowered community and pay our skills and knowledge forward to others, we can drive positive change for our industry's image, culture and landscape.

THE POWER OF YOU CAMPAIGN CALLS ON YOU TO:

- **Recognise** – Identify your inner strengths and confidence
- **Respond** – Harness your key skills and confidence to take action, get heard and put yourself forward
- **Reciprocate** – Empower your peers, pay your skills and knowledge forward, share your experiences and inspire success.

We want to inspire and share success stories and build an empowered community which drives forward positive change in the industry.

IT'S TIME TO BELIEVE IN THE POWER OF YOU!



HOW YOU CAN GET INVOLVED WITH THE CAMPAIGN

We'd love for you to get involved with #ThePowerOfYou campaign by doing one (or more!) of the following:

1. Share #ThePowerOfYou launch video on social media.
2. Create a social media post using the assets in this folder.
3. Use the email signature and social media banners to show your support.
4. Answer five questions which we'll use as a blog on our website

THE POWER OF YOU



1. Share The Power of You launch video on social media

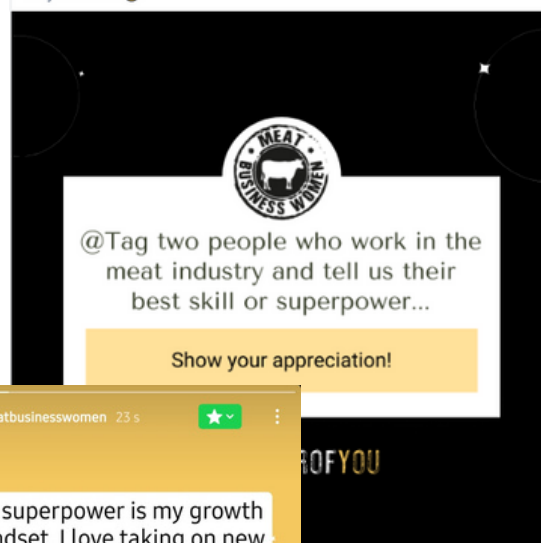
The launch video will be published from all Meat Business Women's social accounts on 7th September 2023 - please share it on your social media accounts to help us reach more women in the meat industry!

Remember to use the hashtag #ThePowerOfYou and tag us @Meat Business Women

2. Post the assets in this folder from your social media account.

We've created a selection of graphics for you to post from your social media accounts. Use the question prompts to create your own post, and remember to tag other people so that they can get involved and we can spread #ThePowerOfYou far and wide! (See our example post on the right for some inspiration...)

Remember to use the hashtag #ThePowerOfYou and tag us @Meat Business Women



HOW TO GET INVOLVED CONTINUED

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OF YOU



3. Use the email signature and social media banners to show your support.

We've created email signatures and social media banners for you to use to show your support for #ThePowerOfYou. To use the email signature, go to your email settings and copy and paste it into your signature. To use the social media banner, edit your profile and change the image at the top of your profile.

4. Answer five questions which we'll use as a blog on our website

A huge part of #ThePowerOfYou is asking you to share your experiences and knowledge so that other women in the industry can benefit. Let's lift others as we climb!

In the spirit of sharing experiences and knowledge, we'd love for you to answer the five questions below about #ThePowerOfYou that we will post as a blog on our website.

1. Please share your current role with us and tell us more about your career journey so far
2. What would you say your top strength or superpower is and how has it helped you in your career and personal life?
3. Who has lit the way for you and supported you in your career so far? Why do you think it's important to do this?
4. In your opinion, what's the one thing we should we create an empowered and inclusive environment for all genders in the meat industry?
5. Have you ever received any great advice around confidence that you'd be happy to share?

Please email your responses to **Rebecca@meatbusinesswomen.org** and include a high-resolution headshot and your LinkedIn profile.

Thank you!



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@MeatBusinessWomen



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