



CAPAW + CAPAL CAP Project

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The background is a solid light peach color. It features several abstract decorative elements: a large olive green shape in the top left with a white wavy line and a red asterisk-like shape; a cluster of small blue dots in the top left; a dark blue organic shape on the left; a dark blue shape with a white wavy line on the right; a red shape with a white wavy line on the right; a green stepped shape at the bottom right; and a dark blue shape at the bottom right. There are also some thin green line-art leaves scattered around.

01

What We Came Into



What we came into:

The Center of Asian Pacific American Women (CAPAW)

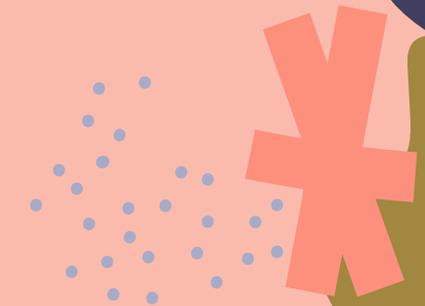
- Prioritizes AANHPI and POC women career development

Meeting Sue Ann

- Existing social media and the want to circle back to CAPAW website.
- Salesforce
- Becoming familiar with CAPAW
- The goal of accessibility

02

What we added





What we added:



LinkTree



TikTok



**Newsletter/
Website**



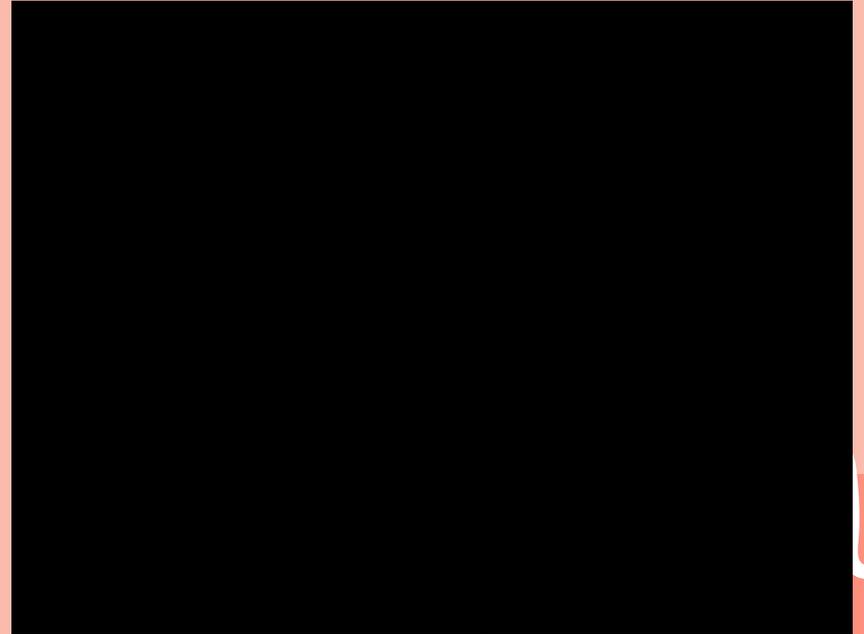


LinkTree

- LinkTree is used to connect one's different social media platforms into one easily accessible page
 - Since CAPAW has a following on many platforms such as LinkedIn and Facebook, the LinkTree page will allow viewers to access other resources to help them gain more information on CAPAW
 - The LinkTree also gives easy access to the website, newsletter, and podcast
 - As CAPAW creates new platforms and resources, they will be added to the LinkTree
 - <https://linktr.ee/capaw>
- 

TikTok

- A chance to reach all demographics
- Draft Ideas
 - Informational - engaging with AANHPI issues
 - Testimonials and Interns
- Making the Account
 - @capaw_org
- Suggestion for Success
 - High audience engagement
 - Posting twice a week
 - Techniques



Newsletter

[Link to Newsletter](#)

Capaw Draft 7/26/2022

Preview Template Continue

Blocks Style Comments

JULY 27
6PM -7:15PM ET

COMPASSION CIRCLE
HOW I ADAPT INTO THE ORGANIZATIONAL
CULTURE AS THE AUTHENTIC ME

with Yon Na

YON NA, PHD, IS AN ORGANIZATIONAL PSYCHOLOGIST
WHO HELPS EXECUTIVES, LEADERS & TEAMS ACCELERATE
PERFORMANCE BY APPLYING ORGANIZATIONAL
PSYCHOLOGY PRINCIPLES.

We are excited to host [Yon Na, Ph.D](#), Organizational Psychologist as a guest speaker at the Compassion Circle <https://lnkd.in/d/qzK2x>, a peer-to-peer mentoring circle for AANHPI women.

Text Boxed Text
Divider Image
Image Group Image Card
Image + Text Share



Website

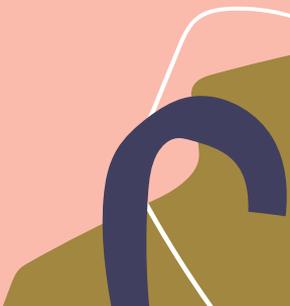


What we observed

- The accessibility to knowing that CAPAW has social media is pretty limited via the website
- Sue Ann had wanted social media to drive users to the website



Feasible/Immediate Changes to Website

- Used Wordpress to address what can be immediately changed
 - Created a section on the website where the newsletter archive could be stored
 - In addition to the newsletter, made additions to other sections of the website
 - Podcast site
- 

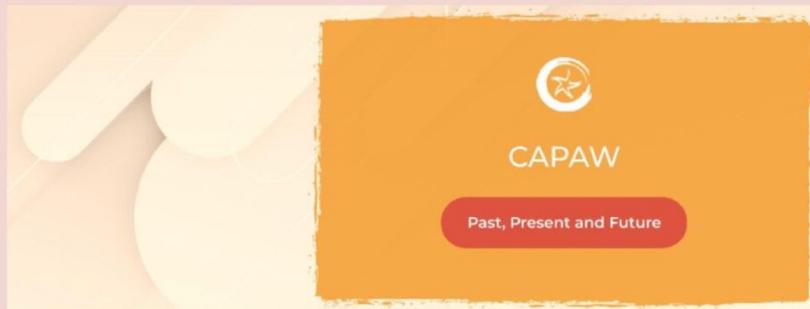


JULY NEWSLETTER

August 1, 2022

July Newsletter

Our first monthly newsletter is here! Keep up with our work from the past, present, and future! [Download the newsletter here: CAPAW July Newsletter](#)





What's to
come

03



What's to come?

- Social Media Campaign - plan and timelines for posts
- We included ideas for future newsletters, tiktok posts, and updates for the linktree
- Timeline for when to post at the most ideal time
- ideas for newsletter, tiktok, linktree. Timelines for when to post things

**Newsletter
Monthly**

**Tiktok:
Consistent 2
Videos a week
+ Engagement
Strategies**

**LinkTree:
Only requires
updates for
link changes**



04

Thank you!

Any questions/discussions are welcome!

