

Social Media Calendar

LinkedIn

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MONDAY

In a world where small businesses are quickly emerging, women and minority business owners need access to more technology. When women business owners have access to technology and capital, not only do they see personal success, but the economy benefits as well.

As supplier diversity professionals, we need to invest in our women entrepreneurs.

<https://www.freepressjournal.in/business/ways-to-support-leverage-potential-of-women-biz-owners-to-create-a-more-sustainable-economy>

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WEDNESDAY

I had such a great time at this week's WBENC conference in Atlanta. I had the honor of representing Amazon by talking about Amazon's supplier diversity efforts and connecting with women-owned businesses.

#WBENC2022

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FRIDAY

I enjoyed attending Sigma Pi Phi's Boule and getting to chat with high school students and impressive leaders from around the country. I am so honored to be selected to be a part of this experience.

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MONDAY

As the U.S. government and corporations embrace supplier diversity, the billions in revenue and more than 4 million jobs prove the benefit. A new McKinsey report breaks down the value, including more than \$280 billion in increased spending with minority and women-owned businesses.

<https://www.forbes.com/sites/korihale/2022/06/01/supplier-diversity-could-add-280-billion-to-the-us-economy/?sh=3ed0d3f06e18>

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WEDNESDAY

Gen-Z and younger generations are more diverse than ever before, therefore they are exposed to different cultures and they demand equal access to opportunities and social justice from the brands they interact with. This is one of the reasons why supplier diversity programs should be at the heart of diversity and inclusion goals. Equity requires shifting the business goals, not just focusing on adding employees.

<https://www.forbes.com/sites/kianbakhtiari/2022/06/05/gen-z-demand-racial-justice-not-just-diversity-equity-and-inclusion-from-brands/?sh=3751db021781>

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FRIDAY

According to a study conducted by BJM solutions, 28% of reported corporate and federal spending with minority and women-owned businesses is being channeled to companies run by white men and large public companies. That's why it's important to invest in women/minority business enterprise certified vendors.

<https://www.hartfordbusiness.com/article/study-finds-many-companies-posing-as-minority-owned-through-fronts>

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MONDAY

The U.S. Black Chambers released a survey of over 2,500 diverse small business owners. The survey measured confidence in their ability to fund common business needs and measure their trust in various sources of capital. With that in mind, this presents an opportunity to help owners get certified with organizations that assist diverse businesses in gaining larger contracts and, therefore, more capital. Read the survey results here:
<https://www.reimaginemainstreet.org/trust-and-access-to-capitals>

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WEDNESDAY

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FRIDAY

While celebrations held during Pride Month increase visibility and highlight the importance of inclusion, the work should be celebrated year-round. The National LGBT Chamber of Commerce offers certifications for LGBTQ+ business owners. The organization also highlights entrepreneurs who are excelling in their community. Read about those suppliers and their businesses:
<https://www.nglcc.org/blog/lgbtbes-giveback>

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MONDAY

Did you know that today is Micro, Small and Medium-Sized Enterprises Day? Small businesses make up 70 percent of all businesses and half of all jobs around the world. Today's observance is a way for the United Nations (UN) to raise awareness of the important role different-sized enterprises play in creating sustainable economies. Read more about MSME Day here:
<https://www.un.org/en/observances/micro-small-medium-businesses-day>

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WEDNESDAY

Audi is one of many companies announcing supplier diversity Initiatives worldwide. Audi's program helps women, minorities and other marginalized groups get the supply chain representation they deserve. For example, although one-third of private supply companies worldwide are owned by women, only 1% of the spending of groups and governments go to these companies. Read more about Audi's commitment to supplier diversity:
<https://www.audi.com/en/company/sustainability/core-topics/value-creation-and-production/diversity-in-business-relationships.html>

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FRIDAY

It's #DisabilityPrideMonth! Disabled-owned businesses are important to supply chain success. Link your business to organizations looking to diversify their supplier base.

 Get certified today!
<https://disabilityin.org/what-we-do/supplier-diversity/get-certified/>