



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

Women innovators are retooling social media options to power the reach of women's business networks.

THE WOMAN'S PLAYBOOK

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- Women use social media more often & in more ways than men
- Women lead the trend of accessing social media via mobile
- Americans are spending an average of 37 minutes a day on social media. More than half are women.

[- Pew Research Center](#)

[- Burst Media](#)

[- Finances Online](#)

Building women-led change with specialized social networks.

Serial entrepreneur [Gina Bianchini](#) debuted [Mightybell](#) last spring after a testing phase for the [Gates Foundation](#). The hub allows companies, solopreneurs and organizations to create their own professional network, or "communities with a purpose," using Mightybell tools and platforms.



[Tara Roberts](#) cofounded [girltank](#) in 2011. An online community hub and storytelling platform for women social entrepreneurs, girltank has now grown to 1,200 members, offering strategic partnerships, mentorship and funding to start, scale and sustain female-led social ventures. Formerly a magazine editor, Roberts also has written [books](#) for teen girls.

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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