

WE Local India Social Media Promotional Toolkit

WE Local India is a life-changing, three-day experience that features invaluable ways to connect, learn about career opportunities and participate in professional development programming. The conference brings together women from across the country including university students, women in academia and professionals who are studying or working in the engineering and technology fields.

We hope your enthusiasm about the WE Local India conference is contagious and you'll be inspired to share your appearance with your peers. We welcome you to promote WE Local India across your social media channels, and to do so, we are offering the following resources:

- Suggested tweets
- Proposed Facebook posts
- LinkedIn announcement language

We also encourage you to use the accompanying shareable graphics and come up with your own personal promotional social media posts about the conference.

This toolkit is designed to help you make the most of your time at WE Local India and share the conference with your contacts. Please let us know how you leveraged these items to promote your session by e-mailing SWE India's Social Media Manager Sneha Kumar at sneha267@gmail.com

See you at WE Local India from April 11-13 in Bengaluru!

TWITTER

Sample Tweets

Please use #WELocal #India in your communications. If you tag @SWEIndia and @SWEtalk, we can respond and retweet your communications to our followers as well.

Tweet Example 1: #WELocal #India is almost here! Here's how you can register for the conference: <https://bit.ly/2t8YikJ>. @SWEIndia @SWEtalk

Tweet Example 2: I'm excited to be at #WELocal #India in Bengaluru from April 11-13. @SWEIndia @SWEtalk <https://bit.ly/2t8YikJ>.

Tweet Example 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #India. Learn more: <https://bit.ly/2t8YikJ>. @SWEIndia @SWEtalk

Tweet Example 4: #WELocal #India is just around the corner. I'm excited to catch up with old friends and make new ones. @SWEIndia @SWEtalk <https://bit.ly/2t8YikJ>

Tweet Example 4: #WELocal #India is a must attend for women in engineering and technology in India. Attend educational sessions and inspiring keynotes, and catch up with peers! @SWEIndia @SWEtalk <https://bit.ly/2t8YikJ>

FACEBOOK

- Please tag the Society of Women Engineers in India (by inserting the '@' symbol and typing 'Society of Women Engineers in India', a dropdown box with the proper tag will show up, select 'Society of Women Engineers in India') in your post.
- Use the MAIN conference hashtag: #WELocal #India, whenever possible.
- Also, once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

Sample Facebook Posts

Sample Post 1: I'm honored and excited to be at @Society of Women Engineers in India's #WELocal #India conference this year in Bengaluru from April 11-13. I hope to see you there. Learn more: <https://bit.ly/2t8YikJ>.

Sample Post 2: #WELocal #India is almost here! Here's how you can register for the conference: <https://welocal.swe.org/bengaluru/location/>. @Society of Women Engineers in India.

Sample Post 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #India. Learn more: <https://bit.ly/2t8YikJ> @Society of Women Engineers in India.

Sample Post 4: #WELocal #India is just around the corner. I'm excited to catch up with old friends and make new ones at @Society of Women Engineers in India's annual conference.

Sample Post 5: #WELocal #India is a must attend for women in engineering and technology in India. Attend educational sessions and inspiring keynotes, and catch up with peers! @SWEIndia @SWEtalk <https://bit.ly/2t8YikJ>

LINKEDIN

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- Use the MAIN conference hashtag: #WELocal #India, whenever possible.
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Sample LinkedIn Announcement

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