



Dear WE Local India presenter,

Congratulations! We're excited to have you on board as a speaker at the 4th annual WE Local India conference in Bengaluru. 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 our enthusiasm about your upcoming session is contagious and you'll be inspired to share your appearance with your peers. To help promote your session, we're proud to offer the following resources:

- News release template
- Suggested tweets
- Proposed Facebook posts
- LinkedIn announcement language

This toolkit is designed to help you make the most of your time at WE Local India and share this amazing accomplishment 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!



[NAME] to Present at Society of Women Engineers' WE Local India

BENGALURU — The Society of Women Engineers (SWE) is proud to announce [NAME] will deliver a presentation at WE Local India, the organization's 4th annual conference and career fair in India. [NAME] joins a roster of accomplished academics and professionals at the event for organizations and individuals supporting women in engineering.

[NAME]'s presentation, titled [PRESENTATION TITLE], will focus on [PRESENTATION DESCRIPTION]. It will be shared with WE Local India's attendees on [DATE AND TIME] in Bengaluru, India. The session will play a crucial role in providing a diverse array of development tools for women engineers age 18 to 80.

[ADD A QUOTE HERE ABOUT WHY YOU'RE EXCITED TO PRESENT AT WE LOCAL INDIA]

Admission to this exciting event is included for all WE Local India attendees as part of the society's commitment to connecting women engineers with one another as well as organizations that seek their diverse skillsets.

Registration for the conference, along with information about the full catalogue of educational and networking opportunities at WE Local India, is available at <https://welocal.swe.org/bengaluru/location/>.

About SWE

The Society of Women Engineers (SWE), founded in 1950, is the world's largest advocate and catalyst for change for women in engineering and technology. The not-for-profit educational and service organization is the driving force that establishes engineering as a highly desirable career aspiration for women. To ensure SWE members reach their full potential as engineers and leaders, the Society offers unique opportunities to network, provides professional development, shapes public policy and provides recognition for the life changing contributions and achievements of women engineers. As a champion of diversity, SWE empowers women to succeed and advance in their personal and professional lives. For more information about the Society, please visit www.swe.org or call 312.596.5223.

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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: I can't wait to present at #WELocal #India! Join me for my session [INSERT SESSION TITLE] in Bengaluru, April 11-13. @SWEIndia @SWEtalk

Tweet Example 2: On April [INSERT DATE] see me present [INSERT SESSION TITLE] at #WELocal #India in Bengaluru with @SWEIndia @SWEtalk. Learn more: <https://welocal.swe.org/bengaluru/location/>

Tweet Example 3: #WELocal #India is almost here! See me present [INSERT SESSION TITLE] on April [INSERT DATE]. @SWEIndia @SWEtalk

Tweet Example 4: I'm helping women #BeThatEngineer with my presentation on [INSERT SESSION TITLE] at #WELocal #India for @SWEIndia @SWEtalk. Learn more: <https://welocal.swe.org/bengaluru/location/>

FACEBOOK

Sample Facebook Posts

- 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.

If your organization or business has a Facebook page, you may wish to post in the third person:

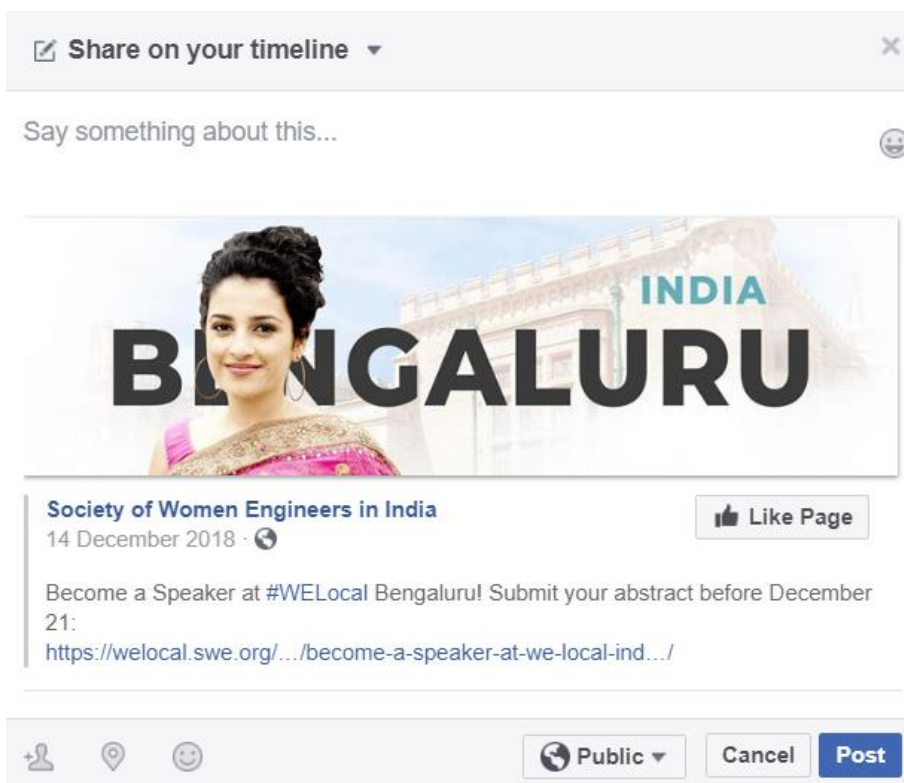
Example Facebook Post 1: We're pleased to see our very own [YOUR NAME] presenting [INSERT TITLE OF SESSION] at #WELocal #India, the @Society of Women Engineers in India's annual conference in Bengaluru on April [INSERT DATE]. Learn more and register now! <https://welocal.swe.org/bengaluru/register/>

On your personal Facebook page, you may wish to elaborate upon your presentation further:

I'm honored and excited to present at #WELocal #India this year! Join me for my [INSERT SESSION TITLE] on April [INSERT DATE]. I hope to see you there. Learn more: <https://welocal.swe.org/bengaluru/location/>

Please also leverage WE Local India information from your company Facebook page, onto your personal Facebook page, by choosing to 'Share' the post. You may also share content from SWE India's Facebook page – please follow best practice posting when 'Sharing' from Facebook ...

1. When the 'Share' box prompts you to 'Say something about this post...' (see image below), say something about the post. Don't simply share without adding your own personal blurb:

A screenshot of a Facebook share dialog box. At the top, it says 'Share on your timeline' with a checkmark and a dropdown arrow, and a close button 'X'. Below that is a text input field with the placeholder 'Say something about this...' and a smiley face icon. The main content is a preview of a Facebook post from the 'Society of Women Engineers in India' dated '14 December 2018'. The post features a woman in a pink and gold sari and the text 'INDIA BENGALURU'. Below the preview is a 'Like Page' button. At the bottom of the dialog, there are icons for tagging, location, and emojis, followed by a 'Public' dropdown menu, 'Cancel' and 'Post' buttons.

Please do not hit the share button, without adding your own personal blurb, to the 'Shared' Facebook post.

Example of Facebook 'Shared' Post 1: Excited to be speaking on behalf of [INSERT COMPANY] at @Society of Women Engineers in India #WELocal #India Conference. Join me on April [INSERT DATE] as I speak on [INSERT SESSION TITLE].



LINKEDIN

Sample LinkedIn Announcement

I'm honored to present [INSERT SESSION TITLE] at #WELocal #India! Join me for the Society of Women Engineers in India's annual conference: WELocal in Bengaluru! Join me for my session on April [INSERT DATE]. Learn more: <https://welocal.swe.org/bengaluru/location/>.