



WE Local Europe Social Media Promotional Toolkit

WE Local Europe 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 world 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 Europe conference is contagious and you'll be inspired to share conference details with your peers. We welcome you to promote WE Local Europe 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 Europe and share the conference with your contacts. Please let us know how you leveraged these items to promote your session by e-mailing SWE Europe's Social Media Manager Maxie Mottlowitz at mmottlowitz@davidjamesgroup.com

See you at WE Local Europe 15-17 May, 2019 in Berlin!

TWITTER

Sample Tweets

Please use #WELocal #Europe in your communications. If you tag @SWEEurope and @SWETalk, we can respond and retweet your communications to our followers as well.

Tweet Example 1: #WELocal #Europe is almost here! Here's how you can register for the conference: <https://bit.ly/2V9pOe5>. @SWEEurope @SWETalk

Tweet Example 2: I'm excited to be at #WELocal #Europe in Berlin 15-17 May. @SWEEurope @SWETalk <https://bit.ly/2V9pOe5>.

Tweet Example 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #Europe. Learn more: <https://bit.ly/2V9pOe5>. @SWEEurope @SWETalk

Tweet Example 4: #WELocal #Europe is just around the corner. I'm excited to catch up with old friends and make new ones. @SWEEurope @SWETalk <https://bit.ly/2V9pOe5>

Tweet Example 4: #WELocal #Europe is a must attend for women in engineering and technology in Europe. Attend educational sessions and inspiring keynotes and catch up with peers! @SWEurope @SWETalk <https://bit.ly/2V9pOe5>

FACEBOOK

- Please tag the Society of Women Engineers in Europe (by inserting the '@' symbol and typing 'Society of Women Engineers in Europe', a dropdown box with the proper tag will show up, select 'Society of Women Engineers in Europe') in your post.
- Use the MAIN conference hashtag: #WELocal #Europe, 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 Europe's #WELocal #Europe conference this year in Berlin from 15-17 May. I hope to see you there. Learn more: <https://bit.ly/2V9pOe5>.

Sample Post 2: #WELocal #Europe is almost here! Here's how you can register for the conference: <https://bit.ly/2V9pOe5>. @Society of Women Engineers in Europe.

Sample Post 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #Europe. Learn more: <https://bit.ly/2V9pOe5> @Society of Women Engineers in Europe.

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

Sample Post 5: #WELocal #Europe is a must attend for women in engineering and technology in Europe. Attend educational sessions and inspiring keynotes and catch up with peers! @SWEEurope @SWEtalk <https://bit.ly/2V9pOe5>

LINKEDIN

- Please tag the Society of Women Engineers in Europe (by inserting the '@' symbol and typing 'Society of Women Engineers in Europe', a dropdown box with the proper tag will show up, select 'Society of Women Engineers in Europe') in your post.
- Use the MAIN conference hashtag: #WELocal #Europe, 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 LinkedIn Announcement

Sample Post 1: I'm honored and excited to be at @Society of Women Engineers in Europe's #WELocal #Europe conference this year in Berlin from 15-17 May. I hope to see you there. Learn more: <https://bit.ly/2V9pOe5>.

Sample Post 2: #WELocal #Europe is almost here! Here's how you can register for the conference: <https://bit.ly/2V9pOe5>. @Society of Women Engineers in Europe.

Sample Post 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #Europe. Learn more: <https://bit.ly/2V9pOe5> @Society of Women Engineers in Europe.

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

Sample Post 5: #WELocal #Europe is a must attend for women in engineering and technology in Europe. Attend educational sessions and inspiring keynotes and catch up with peers! @SWEEurope @SWEtalk <https://bit.ly/2V9pOe5>