2020 WE Local Speaker Marketing Toolkit

Congratulations and welcome to the WE Local Speaker family! This WE Local Speaker Marketing Toolkit is designed to help you make the most of your experience with WE Local and includes helpful links as well as "copy and paste" text for promoting and sharing this amazing accomplishment. We hope our enthusiasm about your upcoming breakout session is contagious and that you'll be inspired to share your speaking gig at WE Local with your network!

There are several ways to promote your session which include:

- **Social Media**
  Get Social with SWE and WE Local by posting on your-, your section- or university's or company's- social media platforms. By connecting and tagging (using @) with SWE on social media, you are providing SWE the opportunity to interact with you from its very own social platforms. Plus, you are helping attract new/existing audiences to the WE Local conference! SWE's platforms include:
    - Instagram,
    - Pinterest,
    - Facebook,
    - LinkedIn,
    - Twitter and Snapchat (username: SWEorg)

- **Blog/Post**
  You do not need a blog site to share about WE Local, but if you have one, why not consider sharing your breakout session? If you have a LinkedIn account, you can also "blog" by "publish(ing) an article". It's that simple!

- **Public Relations**
  Contact your hometown or current city's local media to highlight your contributions to SWE. By engaging with your local media, you are helping SWE spread awareness within the community.

WE Local Agenda Website Links
Use these helpful links to connect with your WE Local Host City! When promoting WE Local, don't forget to point a reader in the right direction like the conference agenda. Links below:
- https://welocal.swe.org/san-diego/schedule/agenda/
- https://welocal.swe.org/salt-lake-city/schedule/agenda
- https://welocal.swe.org/raleigh/schedule/agenda
- https://welocal.swe.org/buffalo/schedule/agenda
- https://welocal.swe.org/des-moines/schedule/agenda

Graphics
Posts with graphics get more visibility and interaction! So, be sure to use a WE Local shareable graphic or photo when promoting WE Local. They can be found here:
- Graphics: https://welocal.swe.org/about/promote-we-local/
- Photos: https://www.flickr.com/photos/68577325@N04/albums/

If you have any questions about this toolkit or are looking for promotional assistance outside of its contents, please contact marketing@swe.org.

Social Media

Replace red text below with your information. **Bonus:** If you tag @SWEtalk, SWE can respond and retweet your communications to their followers.

Pro Tip: Tags will not pop up if you copy and paste the posts below. Please enter tags manually while posting on social media.
- Facebook: @SWEorg
- Twitter: @SWEtalk
- Instagram: @SWEtalk
- LinkedIn: @Society of Women Engineers

Twitter
Tweet 1
I am looking forward to joining engineers and technologists at #WELocal #HostCity! Join me for my session [insert session title] & @SWEtalk in [Host City], [Date].

Tweet 2
On [insert date], come see me present [insert session title] at #WELocal in #HostCity with @SWEtalk. Learn more: [host city agenda website].

Tweet 3
#WELocal is almost here! See me present [insert session title] with @SWEtalk on [date]: [host city agenda website]. #BeThatEngineer #ILookLikeAnEngineer

Tweet 4
I'm looking forward to speaking to attendees at #WELocal #[Host City] with @SWEtalk. Learn more: [host city agenda website]. #BeThatEngineer

Tweet 5
Join me at #WELocal #[Host City] to Meet Locally. Learn Socially. with students and professionals in engineering and technology! #BeThatEngineer #Presenter @SWEtalk [host city agenda website].

Facebook
Pro Tip: Once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

Post 1
I'm honored and excited to present at #WELocal #HostCity this year! Join me for my [insert session title] on [date]. I hope to see you there. Learn more: [host city agenda website].

Post 2
#WELocal #HostCity is a chance for women engineers to Meet Locally. Learn Socially. Join me on [date] for my presentation, [insert session title]. Learn more: [host city agenda website].

Social Media, continued

LinkedIn
Please tag the Society of Women Engineers - SWE (by inserting the '@' symbol and typing 'Society of Women Engineers - SWE', a dropdown box with the proper tag will show up, select 'Society of Women Engineers - SWE') in your post.

Post 1
I'm honored to present [insert session title] at #WELocal #HostCity! I will be speaking about [insert description of your breakout session]. Learn more at [host city agenda website]. #BeThatEngineer

Post 2
"Meet Locally. Learn Socially" with me at #WELocal #HostCity, the Society of Women Engineers local conference and career fair! I hope to inspire attendees – from engineers to technologists – as a speaker! View the complete agenda online at [host city agenda website].

Email, Blog, Post or Newsletter – Nominator about Recipient
Replace red text below with your information.

Headline: I have been Selected to Speak at WE Local [Host City]!

It is with excitement; I announce that I will be a 2020 WE Local [Host City] speaker. Speaking at the Society of Women Engineers' (SWE) WE Local conference is an exciting opportunity for me to share my [professional/personal] experience with like-minded individuals! This year, WE Local [Host City] will be held at [venue name] on [Day, Month Date-Day, Month Date], 2020.

During WE Local [Host City], I will be speaking to women and men from around North America about [insert session title]. My presentation will focus on [presentation description]. Breakout sessions play a crucial role in providing a diverse array of development tools for women engineers with a range of backgrounds and experience levels.

[Add a quote here about why you're looking forward to presenting at WE Local].

Registration for WE Local [Host City], along with information about the complete agenda lineup of educational and networking opportunities is available at [Host City agenda website].

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What is WE Local?
WE Local is a Society of Women Engineers (SWE) national and global program that brings together participants in all stages of their collegiate and professional journey. The program hosts conferences around the globe so engineers can connect through professional development breakout sessions (like mine!), inspirational speakers, networking opportunities and outreach activities. Learn more at https://welocal.swe.org/.

What is SWE?
SWE, founded in 1950, is the world's largest advocate and catalyst for change for women in engineering and technology. The associations mission is to empower women to achieve full potential in careers as engineers and leaders, expand the image of the engineering and technology professions as a positive force in improving the quality of life, and demonstrate the value of diversity and inclusion.
http://societyofwomenengineers.swe.org/

Public Relations – Contacting Your Local Media

Update all red text prior to sending the press release. Do not send any attachments to media contacts include the press release into the body of your email.

MEDIA CONTACT: [INSERT CONTACT NAME], [INSERT PHONE NUMBER], [INSERT EMAIL]

<u>FOR IMMEDIATE RELEASE</u>

[First and Last Name] to Inspire at Society of Women Engineers Local Conference

[City, State] – Local resident, [First and Last Name] will deliver a presentation at WE Local [Host City], the Society of Women Engineers' (SWE) local conference and career fair. [First Name] joins a roster of accomplished professionals and academics at the conference which supports the advancement of women in engineering and technology. [First Name]'s presentation will take place on [Day, Month Date] at [venue name].

[First Name]'s presentation, titled [presentation title] will focus on [presentation description]. The breakout session will play a crucial role in providing a diverse array of development tools for women engineers with a range of backgrounds and experience levels.

[Add a quote here about why you're looking forward to presenting at WE Local].

SWE has a commitment to connecting women engineers with one another as well as organizations that seek their diverse skillsets. Registration for the WE Local conference, along with information about the full catalogue of educational and networking opportunities at WE Local, is available at [host city agenda website].

For more information about WE Local, visit welocal.swe.org.

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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