

Partner Social Media Toolkit

Dear WE Local Partner,

We are excited to have you as a partner at WE Local London!

WE Local London will bring together hundreds of attendees for an inspiring blend of workshops, networking events, presentations and a networking exhibition. The networking exhibition is a highlight of the conference, and attendees will be eager to network with organizations like yours and find their next big opportunity.

We hope our enthusiasm about your partnership at WE Local London is contagious, and you'll be inspired to share the news of your partnership on social media. To help promote your participation, we are offering this WE Local London Partner Social Media Toolkit containing suggested content for Twitter, Facebook and LinkedIn.

See you at WE Local London!

Graphics

Use WE Local logos and shareable graphics when promoting your WE Local partnership. They can be found here: welocal.swe.org/about/resources/

Partner Social Media Toolkit

TWITTER

Sample Tweets

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

Tweet Example 1: We can't wait to exhibit at the #WELocal #London networking exhibition! Be sure to come find our table! @SWEurope

Tweet Example 2: Come see us exhibit at the #WELocal #London networking exhibition on [INSERT DATE] @SWEurope. Learn more: welocal.swe.org.

Tweet Example 3: #WELocal #London is almost here! See [INSERT COMPANY NAME] exhibit at the networking exhibition. See you soon @SWEurope! Learn more at welocal.swe.org.

Tweet Example 4: [INSERT COMPANY NAME] is advocating for women in engineering and tech by exhibiting at the #WELocal #London networking exhibition with @SWEurope. Learn more: welocal.swe.org.

TWITTER GRAPHICS:



1600 px x 900 px



Use this graphic to add your company logo



Partner Social Media Toolkit

FACEBOOK

Sample Facebook Posts

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

Example Facebook Post 1: We will be supporting the advancement of women in engineering and tech at #WELocal #London. Come visit us at the networking exhibition. welocal.swe.org.

Example Facebook Post 2: We're exhibiting at #WELocal #London, the @Society of Women Engineers Europe regional conference and networking exhibition. Learn more and register now! welocal.swe.org.

Example Facebook Post 3: We're honored and excited to exhibit at #WELocal #London this year! Come find our table on [INSERT DATE]. We hope to see you there. Learn more: welocal.swe.org.

Example Facebook Post 4: We look forward to supporting the advancement of women in engineering and tech at #WELocal #London. Register now for the conference and networking exhibition! welocal.swe.org.

Example Facebook Post 5: Women in STEM! Join [COMPANY] and @Society of Women Engineers Europe for WE Local on [DATES] in London. WE Local London brings together participants in all stages of their collegiate and professional journey to learn, energize/re-energize and connect through high-quality professional development workshops, networking opportunities, and inspirational presentations. Learn more: welocal.swe.org #WELocal #London

Example Facebook Post 6: [COMPANY NAME] is a proud Partner of SWE's WE Local London Conference. Join us and Society of Women Engineers Europe for WE Local on [DATES] in London. WE Local brings together participants in all stages of their collegiate and professional journey to learn, energize/re-energize and connect through high-quality professional development workshops, networking opportunities, and inspirational presentations. Learn more: welocal.swe.org #WELocal #London

Partner Social Media Toolkit

FACEBOOK GRAPHICS:



1200 px x 630 px



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Partner Social Media Toolkit

LINKEDIN

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

Example LinkedIn Post 1: The @Society of Women Engineers' local conference and networking exhibition is a chance for women in engineering to "Meet Locally. Learn Socially." Visit our table at the exhibition! welocal.swe.org #WELocal #London

Example LinkedIn Post 2: We are honored to be exhibiting at the #WELocal #London networking exhibition! Join us for the @Society of Women Engineers regional conference! welocal.swe.org.

Example LinkedIn Post 3: We're looking forward to supporting the advancement of women in engineering and tech at @Society of Women Engineers conference and networking exhibition, #WELocal #London! welocal.swe.org.

Example LinkedIn Post 4: Women in STEM! Join [COMPANY] and @Society of Women Engineers for WE Local on [DATES] in London. WE Local brings together participants in all stages of their collegiate and professional journey to learn, energize/re-energize and connect through high-quality professional development workshops, networking opportunities, and inspirational presentations. Learn more: welocal.swe.org #WELocal #London

Example LinkedIn Post 5: [COMPANY NAME] is a proud Partner of SWE's WE Local London Conference. Join us and Society of Women Engineers for WE Local on [DATES] in London. WE Local brings together participants in all stages of their collegiate and professional journey to learn, energize/re-energize and connect through high-quality professional development workshops, networking opportunities, and inspirational presentations. Learn more: welocal.swe.org #WELocal #London

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LINKEDIN GRAPHICS:



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