



Attendee Social Media Toolkit

Dear WE Local Attendee,

Congratulations! We are excited to have you attend our WE Local Conference!

WE Local is a life-changing, two-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, individuals in academia and professionals who are studying or working in the engineering and technology fields.

We hope our enthusiasm about the WE Local conference is contagious and you'll be inspired to share your participation with your peers. To help promote your attendance, we're proud to offer the following resources:

- Suggested tweets
- Proposed Facebook posts
- LinkedIn announcement language

This toolkit is designed to help you make the most of your time at WE Local and share this with your contacts. Please let us know how you leveraged these items to promote your session by e-mailing SWE's Social Media Manager Maxie Mottlowitz at mmottlowitz@davidjamesgroup.com

See you at WE Local!



Attendee Social Media Toolkit

TWITTER

Sample Tweets

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

Tweet Example 1: #WELocal #[City] is almost here! Here's how you can register for the conference: welocal.swe.org/. @SWEtalk

Tweet Example 2: I'm excited to be going to #WELocal #[City] from [date]! Will you be there? welocal.swe.org/ @SWEtalk

Tweet Example 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #[City] Learn more: welocal.swe.org/. @SWEtalk

Tweet Example 4: #WELocal #[City] is just around the corner. I'm excited to catch up with old friends and make new ones. welocal.swe.org/ @SWEtalk

TWITTER GRAPHICS:



1600 px x 900 px



Use this graphic to add your headshot



Attendee Social Media Toolkit

FACEBOOK

Sample Facebook Posts

- 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 #[City], whenever possible.
- Once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

Sample Post 1: I'm honored and excited to be at @Society of Women Engineers' #WELocal #[City]'s conference this year in [City] from [date]. I hope to see you there. Learn more: welocal.swe.org.

Sample Post 2: #WELocal #[City] is almost here! Here's how you can register for the conference: welocal.swe.org. (@Society of Women Engineers)

Sample Post 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #[City]. Learn more: welocal.swe.org. (@Society of Women Engineers).

Sample Post 4: #WELocal #[City] is just around the corner. I'm excited to catch up with old friends and make new ones! welocal.swe.org. (@Society of Women Engineers)

Leverage WE Local information from your company Facebook page, onto your personal Facebook page, by choosing to 'Share' the post. You may also share content from SWE'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:

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 at @Society of Women Engineers #WELocal #[City] Conference. Join me there from [date].





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FACEBOOK GRAPHICS:



1200 px x 630 px



Use this graphic to add your headshot



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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 #[City], whenever possible.
- 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 #WELocal #[City] conference this year from [date]. I hope to see you there. Learn more: welocal.swe.org.

Sample Post 2: #WELocal #[City] is almost here! Here's how you can register for the conference: welocal.swe.org. (@Society of Women Engineers)

Sample Post 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #[City]. Learn more: welocal.swe.org. (@Society of Women Engineers)

Sample Post 4: #WELocal #[City] is just around the corner. I'm excited to catch up with old friends and make new ones! welocal.swe.org (@Society of Women Engineers)

Example LinkedIn Post: I'm honored to present [INSERT SESSION TITLE] at #WELocal #[City]! Join me for the Society of Women Engineers annual conference: WE Local in [City]! Join me for my session on [INSERT DATE]. Learn more: welocal.swe.org.



Attendee Social Media Toolkit

LINKEDIN GRAPHICS:



1200 px x 627 px



Use this graphic to
add your headshot

