

Attendee Social Media Toolkit

Dear WE Local Attendee,

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

WE Local London 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 continent 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 London conference is contagious and you'll be inspired to share your appearance with your peers. To help promote your attendance, we're proud to offer the following resources:

- Suggested tweets
- Proposed Facebook posts
- LinkedIn announcement language
- Shareable social media graphics

This toolkit is designed to help you make the most of your time at WE Local London 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 London from 25-27 May!

Attendee Social Media Toolkit

TWITTER

Sample Tweets

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

Tweet Example 1: #WELocal #London is almost here! Here's how you can register for the conference: welocal.swe.org/london. @SWEurope

Tweet Example 2: I'm excited to be at #WELocal #London from 25-27 May. @SWEurope welocal.swe.org/london.

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

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

TWITTER GRAPHICS:



1600 px x 900 px



Use this graphic to add your headshot or company logo



Attendee Social Media Toolkit

FACEBOOK

Sample Facebook Posts

- 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 #London, whenever possible.
- Also, once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

Example Facebook Post 1: I'm honored and excited to be at @Society of Women Engineers in Europe's #WELocal #London conference this year from 25-27 May. I hope to see you there. Learn more: welocal.swe.org/london.

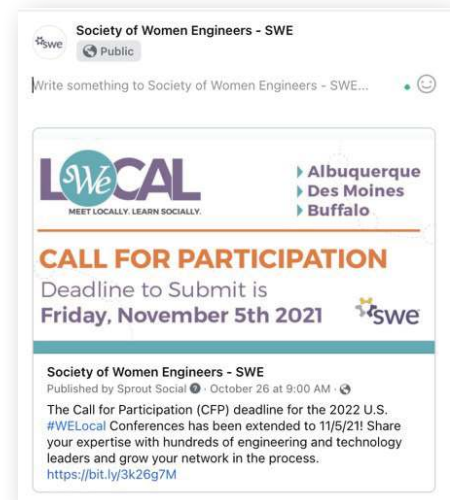
Example Facebook Post 2: #WELocal #London is almost here! Here's how you can register for the conference: welocal.swe.org/london. (@Society of Women Engineers in Europe)

Example Facebook Post 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #London. Learn more: welocal.swe.org/london. (@Society of Women Engineers in Europe)

Example Facebook Post 4: #WELocal #London is just around the corner. I'm excited to catch up with old friends and make new ones! welocal.swe.org/london (@Society of Women Engineers in Europe)

You may choose to 'Share' posts from SWE Europe's Facebook page. As a best practice, when the 'Share' box prompts you to 'Say something about this post...' (see image below), say something about the post. Don't share without adding your own personal comment.

Example of Facebook 'Shared' Post: Excited to be at @Society of Women Engineers in Europe #WELocal #London Conference. Join me there from 25-27 May. welocal.swe.org/london



Attendee Social Media Toolkit

FACEBOOK GRAPHICS:



1200 px x 630 px



Use this graphic to
add your headshot
or company logo



Attendee 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: I'm honored and excited to be at @Society of Women Engineers #WELocal #London conference this year from 25-27 May. I hope to see you there. Learn more: welocal.swe.org/london.

Example LinkedIn Post 2: #WELocal #London is almost here! Here's how you can register for the conference: welocal.swe.org/london. (@Society of Women Engineers)

Example LinkedIn Post 3: Whether it's through keynote speakers, educational sessions or unlimited networking opportunities, inspiration awaits at #WELocal #London. Learn more: welocal.swe.org/london. (@Society of Women Engineers)

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

Attendee Social Media Toolkit

LINKEDIN GRAPHICS:



1200 px x 627 px



Use this graphic to add your headshot or company logo

