

Award Recipient Toolkit

Dear WE Local London Award Recipient,

Congratulations! We're excited to have you on board as an Award Recipient at WE Local London. 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, women in academia and professionals who are studying or working in the engineering and technology fields.

We hope our enthusiasm about your being an award recipient at WE Local is contagious and you'll be inspired to share your appearance with your peers. To help promote being an award recipient, we're proud to offer the following resources:

- News release template to share your news with media outlets
- Suggested tweets
- Proposed Facebook posts
- LinkedIn announcement language

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

See you at WE Local London!

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[NAME] to receive an Award at Society of Women Engineers' WE Local London Conference

The Society of Women Engineers (SWE) is proud to announce [NAME] as an Award Recipient at WE Local London, in the United Kingdom. [NAME] joins a roster of accomplished academics and professionals at the event for organizations and individuals supporting women in engineering.

[ADD A QUOTE HERE ABOUT WHY YOU'RE EXCITED TO BE AN AWARD RECIPIENT AT WE LOCAL LONDON.]

WE Local London connect women engineers with one another as well as organizations that seek their diverse skillsets.

Registration for the conference, along with information about the full catalogue of educational and networking opportunities at WE Local London, is available at 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 swe.org or call 1.312.596.5223.

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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. Hashtags are more appropriate for Twitter than Facebook and LinkedIn.

Tweet Example 1: I'm thrilled to be an award recipient at WE Local London! Will you be attending? @SWEurope welocal.swe.org #WELocal #London

Tweet Example 2: On [INSERT DATE] I will be at WE Local London with @SWEurope. Learn more: welocal.swe.org #WELocal #London

Tweet Example 3: WE Local London is almost here! I am honored to be called an award recipient representing women in STEM and engineering. @SWEurope welocal.swe.org #WELocal #London

TWITTER GRAPHICS:



1600 px x 900 px



Use this graphic to add your headshot or company logo



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

If your organization or business has a Facebook page, you may wish to post in the third person:

Example Facebook Post 1: We're pleased to see our very own [YOUR NAME] be recognized as an Award Recipient at WE Local London, the @Society of Women Engineers Europe Conference in London on [INSERT DATE]. Learn more here! welocal.swe.org

On your personal Facebook page, you may wish to elaborate further:

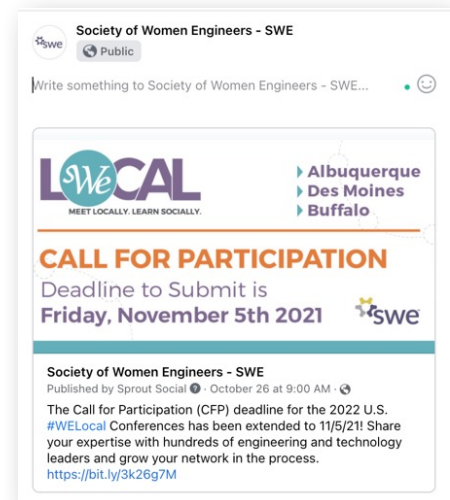
I'm honored and excited to be an Award Recipient at WE Local London this year! I hope to see you there. Learn more: welocal.swe.org.

Please also 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 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 an Award Recipient on behalf of [INSERT COMPANY] at @Society of Women Engineers Europe WE Local London Conference. Learn more here: welocal.swe.org.



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FACEBOOK GRAPHICS:



1200 px x 630 px



Use this graphic to add your headshot or company logo



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LINKEDIN

Example LinkedIn Post 1: I'm honored to be an Award Recipient at WE Local London! Learn more: welocal.swe.org.

Example LinkedIn Post 2: WE Local London is almost here! I am honored to be called an award recipient representing women in STEM and engineering. welocal.swe.org

LINKEDIN GRAPHICS:



1200 px x 627 px



Use this graphic to add your headshot or company logo

