



Speaker Social Media Toolkit

Dear WE Local Speaker,

Congratulations! We're excited to have you on board as a speaker at one of the three WE Locals in the United States. 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, women in academia and professionals who are studying or working in the engineering and technology fields.

We hope our enthusiasm about your upcoming session is contagious and you'll be inspired to share your appearance with your peers. To help promote your session, we're proud to offer the following resources:

- News release template
- 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 amazing accomplishment 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 2022!



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[NAME] to Present at Society of Women Engineers' WE Local

The Society of Women Engineers (SWE) is proud to announce [NAME] will deliver a presentation at WE Local [City], the organization's annual conference and career fair in the U.S. [NAME] joins a roster of accomplished academics and professionals at the event for organizations and individuals supporting women in engineering.

[NAME]'s presentation, titled [PRESENTATION TITLE], will focus on [PRESENTATION DESCRIPTION]. It will be shared with WE Local [City] attendees on [DATE AND TIME] in [WE Local location]. The session will play a crucial role in providing a diverse array of development tools for women engineers age 18 to 80.

[ADD A QUOTE HERE ABOUT WHY YOU'RE EXCITED TO PRESENT AT WE LOCAL U.S.]

Admission to this exciting event is included for all WE Local [City] attendees as part of the society's commitment to connecting 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, is available at <https://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 1.312.596.5223.





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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: I can't wait to present at #WELocal #[City]! Join me for my session [INSERT SESSION TITLE] in [City], [date]. @SWEtalk

Tweet Example 2: On [INSERT DATE] see me present [INSERT SESSION TITLE] at #WELocal #[City] in [state] with @SWEtalk. Learn more: welocal.swe.org.

Tweet Example 3: #WELocal #[City] is almost here! See me present [INSERT SESSION TITLE] on [INSERT DATE]. @SWEtalk welocal.swe.org

Tweet Example 4: I'm honored to inform women about engineering with my presentation on [INSERT SESSION TITLE] at #WELocal #[City] for @SWEtalk. Learn more: welocal.swe.org.

TWITTER GRAPHICS:



1600 px x 900 px



Use this graphic to add your headshot



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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.
- 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] presenting [INSERT TITLE OF SESSION] at #WELocal #[City], the @Society of Women Engineers conference in [State, City] on [INSERT DATE]. Learn more and register now! welocal.swe.org

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

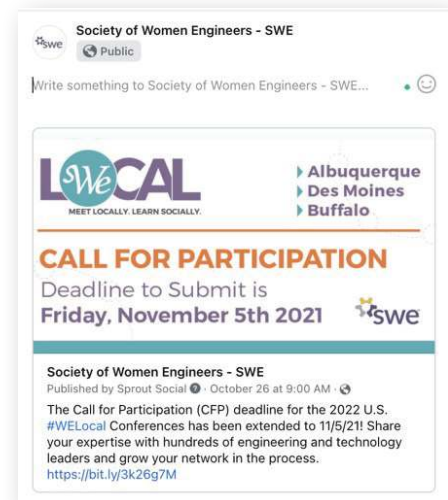
I'm honored and excited to present at #WELocal #[City] this year! Join me for my [INSERT SESSION TITLE] on [INSERT DATE]. I hope to see you there. Learn more: welocal.swe.org.

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 speaking on behalf of [INSERT COMPANY] at @Society of Women Engineers #WELocal #[State] Conference. Join me on [INSERT DATE] as I speak on [INSERT SESSION TITLE].





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FACEBOOK GRAPHICS:



1200 px x 630 px



Use this graphic to add your headshot





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LINKEDIN

Sample LinkedIn Announcement

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.

LINKEDIN GRAPHICS:



1200 px x 627 px



Use this graphic to add your headshot

