Partner Social Media Toolkit

Dear WE Local Partner,

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

WE Local will bring together hundreds of attendees for an inspiring blend of workshops, networking events, presentations and a career fair. The career fair is a highlight of the conference, and hundreds of women in engineering and technology will be there to network with companies such as yourself and find their next big opportunity.

We hope our enthusiasm about your presence at WE Local is contagious and you'll be inspired to share your attendance with your peers. To help promote your appearance, we are offering this WE Local Partner Social Media Toolkit containing suggested content for Twitter, Facebook and LinkedIn.

This toolkit is designed to help you make the most of your time at WE Local and share your presence there with your employees and peers.

See you at WE Local!

Graphics

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

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: We can't wait to exhibit at the #WE Local #[City] career fair! Join us at booth [INSERT BOOTH NUMBER]! @SWEtalk

Tweet Example 2: Come see us exhibit at booth [INSERT BOOTH NUMBER] at the #WELocal #[City] career fair on [INSERT DATE] @SWEtalk. Learn more: welocal.swe.org.

Tweet Example 3: #WELocal #[City] is almost here! See [INSERT COMPANY NAME] exhibit at booth [INSERT BOOTH NUMBER] at the career fair. See you soon @SWEtalk! 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 #[City] career fair with @SWEtalk. Learn more: welocal.swe.org.

TWITTER GRAPHICS:

1600 px x 900 px

Use this graphic to add your company logo

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.

Example Facebook Post 1: We will be supporting the advancement of women in engineering and tech at #WELocal #[City]. Visit us at booth [INSERT BOOTH NUMBER] at the career fair. **welocal.swe.org**

Example Facebook Post 2: We're exhibiting at booth [INSERT BOOTH NUMBER] at #WELocal #[City], the @Society of Women Engineers—SWE local conference and career fair. Learn more and register now! **welocal.swe.org**

Example Facebook Post 3: We're honored and excited to exhibit at #WELocal #[City] this year! Join us at booth [INSERT BOOTH NUMBER] 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 #[City]. Register now for the conference and career fair! **welocal.swe.org**

Example Facebook Post 5: Women in STEM! Join [COMPANY] and @Society of Women Engineers—SWE for WE Local on [DATES] in [CITY]. 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, inspirational presentations and outreach activities. Learn more: [INSERT LINK] #WELocal #[City]

Example Facebook Post 6: [COMPANY NAME] is a proud partner of SWE's WE Local [CITY]. Join us and Society of Women Engineers for WE Local on [DATES] in [CITY]. 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, inspirational presentations and outreach activities. Learn more: [LINK] #WELocal #[City]

FACEBOOK GRAPHICS:

1200 px x 630 px

Place Company Logo Here

Use this graphic to add your company logo

Partner Social Media Toolkit

LINKEDIN

Sample LinkedIn Posts

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

Example LinkedIn Post 1: The Society of Women Engineers' local conference and career fair is a chance for women in engineering to connect locally all around the world. Visit us at booth [INSERT BOOTH NUMBER]! welocal.swe.org #WELocal #[City]

Example LinkedIn Post 2: We are honored to be exhibiting at booth [INSERT BOOTH NUMBER] at the #WELocal #[City] career fair! Join us for the Society of Women Engineers—SWE local conference! welocal.swe.org

Example LinkedIn Post 3: Women in STEM! Join [COMPANY] and @Society of Women Engineers—SWE for WE Local on [DATES] in [City]. 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, inspirational presentations and outreach activities. Learn more: [INSERT LINK] #WELocal [City]

Example LinkedIn Post 4: Women in STEM! Join [COMPANY] and @Society of Women Engineers—SWE for WE Local on [DATES] in [City]. 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, inspirational presentations and outreach activities. Learn more: [INSERT LINK] #WELocal [City]

Example LinkedIn Post 5: [COMPANY NAME] is a proud partner of SWE's WE Local [City]. Join us and Society of Women Engineers for WE Local on [DATES] in [City]. 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, inspirational presentations and outreach activities. Learn more: [LINK] #WELocal #[City]

Partner Social Media Toolkit

LINKEDIN GRAPHICS:

1200 px x 627 px

Use this graphic to add your company logo →