



## Social Media Toolkit

Whether you're a speaker, partner, award recipient or participant, we hope that you'll share our enthusiasm about WE Local USA and be inspired to tell your network! This toolkit will help you craft social media messages and leverage SWE's social accounts to help spread the word about your participation.

### OUR HASHTAGS & HANDLES

Use our Conference location hashtags #WELocalDetroit, #WELocalHartford, or #WELocalSeattle, whenever possible in each post so your posts will stand out!

If you tag @SWETalk or Society of Women Engineers, we can like/share/repost to help boost your visibility.

LinkedIn - <https://es.linkedin.com/company/society-of-women-engineers>

Facebook - <https://www.facebook.com/SWEorg>

Twitter - <https://twitter.com/swetalk>

Instagram - <https://www.instagram.com/swetalk>

### EXAMPLES

Social media posts are most effective when personalized.

Check out the below sample posts for some inspiration that you can build off of.

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

**LinkedIn Post:** The @Society of Women Engineers' local conference and networking exhibition is a chance for women in engineering to "Meet Locally. Learn Socially." Visit our table at the exhibition! [welocal.swe.org](https://welocal.swe.org) #WELocal[City]

**Twitter Post:** We can't wait to exhibit at the #WELocal[City] Career Fair! Be sure to come find our table! @SWETalk

**Don't forget to link to** <https://welocal.swe.org/hartford/>, <https://welocal.swe.org/detroit/>, or <https://welocal.swe.org/seattle/> so other people can learn more about the conference!



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### SHAREABLE GRAPHICS

Adding a picture or graphic to your social media post always boosts engagement. Check out these downloadable graphics that are ready for you to use depending on your involvement at WE Local.

