Whether you’re a speaker, partner, award recipient or participant, we hope that you’ll share our enthusiasm about WE Local Baltimore 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 hashtag #WELocalBaltimore, 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://www.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: #WELocalBaltimore is just around the corner. I’m excited to catch up with old friends and make new ones! 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 “Connecting You Locally All Around The World.” Visit our table at the exhibition! welocal.swe.org #WELocalBaltimore

Twitter Post: We can’t wait to exhibit at the #WELocalBaltimore Career Fair! Be sure to come find our table! @SWETalk

Don’t forget to link to https://welocal.swe.org/baltimore so other people can learn more about the conference!
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.