

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](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 "Connecting You Locally All Around The World." Visit our table at the exhibition! [welocal.swe.org](https://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.

