



The World's Largest Conference for
Women Engineers and Technologists

OCTOBER
21-23
2021
Indianapolis, IN
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INDIANA
CONVENTION CENTER

Dear WE21 Sponsor and/or Exhibitor,

Congratulations! We are excited to have your virtual and/or in-person attendance at one of the world's largest events for women in engineering and technology. WE21 will bring together more than 15,000 attendees for an inspiring blend of workshops, networking events and presentations aimed at the conference theme, **Aspire to Inspire**.

The **career fair** is a highlight of the conference, and thousands of women in engineering and technology will network virtually and in-person with organizations such as yours to find their next big opportunity.

We hope our enthusiasm about your presence at WE21 is contagious, and you'll be inspired to share your attendance with your peers. To help promote your appearance, we are offering this **WE21 Sponsor Toolkit** containing suggested content for social media, including Twitter, Facebook and LinkedIn. This toolkit is designed to help you make the most of your time at WE21 and share your virtual and/or in person presence here with your employees and peers.

See you at WE21:

**Thursday, October 21- Saturday, October 23 (in Indianapolis and Virtually)!
and at the Virtual Career Fair: October 26**

SPONSOR SHAREABLE GRAPHICS

Facebook, Twitter, LinkedIn - 1200x630



Instagram - 1080x1080



EXHIBITOR SHAREABLE GRAPHICS

Facebook, Twitter, LinkedIn - 1200x630



Instagram - 1080x1080



SHAREABLE GRAPHIC TEMPLATE

Use the provided blank templates to add your own organization's logo in the space provided as indicated in the example:





TWITTER SAMPLE TWEETS

Please use #WE21 in your communications. If you tag @SWEtalk, we can respond and retweet your communications to our followers as well.

Tweet Example 1: [INSERT ORGANIZATION NAME] can't wait to exhibit [virtually and/or in-person] at #WE21! Join us at booth [INSERT BOOTH NUMBER] on Oct. 21-23. @SWEtalk Learn more: we21.swe.org #AspiretoInspire

Tweet Example 2: Come see us at our [virtual and/or in-person] exhibit booth [INSERT BOOTH NUMBER] at #WE21 [virtual and/or in-person] with @SWEtalk. Learn more: we21.swe.org. #AspiretoInspire

Tweet Example 3: #WE21 is almost here! See [INSERT ORGANIZATION NAME] exhibit [virtually and/or in-person] at booth [INSERT BOOTH NUMBER]. See you soon @SWEtalk! Learn more at we21.swe.org. #AspiretoInspire

Tweet Example 4: [INSERT ORGANIZATION NAME] is advocating for women in engineering and tech by exhibiting [virtually and/or in-person] at #WE21 for @SWEtalk. Learn more: we21.swe.org. #AspiretoInspire

**Note that virtual booths don't have numbers*



FACEBOOK SAMPLE 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: #WE21, whenever possible. Use the supporting conference hashtag: #AspiretoInspire, when and if 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 has a Facebook page, you may wish to post in the third person:

Example Facebook Post 1: [INSERT ORGANIZATION NAME] is exhibiting [virtually and/or in-person] at booth [INSERT BOOTH NUMBER] at #WE21, the @Society of Women Engineers – SWE annual conference on October 21-23. Learn more and register now! we21.swe.org

Example Facebook Post 2: We're honored and excited to be a sponsor at #WE21 this year! Join us at booth [INSERT BOOTH NUMBER] on Oct. 21-23. We hope to see you virtually and/or in-person! Learn more: we21.swe.org.

Please also leverage WE21 information from your organization's Facebook page, onto your personal Facebook page, by choosing to 'Share' the post. You may also share content from SWE's HQ 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.

Example of Facebook 'Shared' Post 1: Excited to be exhibiting [virtually and/or in-person] on behalf of [INSERT ORGANIZATION] at @Society of Women Engineers #WE21 Conference. Join me virtually and/or in-person at booth [INSERT BOOTH NUMBER]. #AspiretoInspire



LINKEDIN SAMPLE POSTS

[INSERT ORGANIZATION NAME] is honored to be exhibiting [virtually and/or in-person] at booth [INSERT BOOTH NUMBER] at #WE21! Join us for the Society of Women Engineers – SWE Annual Conference: virtual and in-person, the largest conference and career fair for women in engineering! Learn more: we21.swe.org. #AspiretoInspire