



The World's Largest Conference for
Women Engineers and Technologists

OCTOBER
21-23
2021
Indianapolis, IN
.....
INDIANA
CONVENTION CENTER

Dear WE21 presenter,

Congratulations! We're excited to have you on board as a speaker at the world's largest event for women in engineering and technology. The Society of Women Engineers' Annual WE Conference will bring together more than 16,000 attendees for an inspiring blend of workshops, networking events and presentations aimed at fostering our Aspire to Inspire theme.

We hope our enthusiasm about your upcoming session is contagious and you'll be inspired to share your appearance with your peers. To help promote your session, we're proud to offer the following resources:

- News release template
- LinkedIn announcement language
- Suggested tweets
- Proposed Facebook posts

This toolkit is designed to help you make the most of your time at WE21 and share this amazing accomplishment with your contacts. Please let us know how you leveraged these items to promote your session by e-mailing SWE Social Media Manager Maxie Mottlowitz at mmottlowitz@davidjamesgroup.com.

See you at WE21 Oct. 21-23 in Indianapolis!

CONTACT [PUBLICIST]

[NAME] to Present at Society of Women Engineers Annual Conference

CHICAGO—The Society of Women Engineers (SWE) is proud to announce [NAME] will deliver a presentation at WE21, the organization's annual conference. [NAME] joins a roster of accomplished academics and professionals at the world's largest event for organizations, individuals and supports of women in engineering.

[NAME]'s presentation, titled [PRESENTATION TITLE], will focus on [PRESENTATION DESCRIPTION]. It will be shared with WE21's more than 16,000 attendees on [DATE AND TIME] in Indianapolis, Indiana. The session will play a crucial role in providing a diverse array of development tools for women engineers age 18 to 80.

[ADD A QUOTE HERE ABOUT WHY YOU'RE EXCITED TO PRESENT AT WE21]

Admission to this exciting event is included for all WE21 attendees as part of the Society's commitment to connecting women engineers with one another as well as organizations that seek their diverse skill sets. Registration for the conference, along with information about the full catalogue of educational and networking opportunities at WE21, is available at we21.swe.org.

About SWE

The Society of Women Engineers (SWE), founded in 1950, is the world's largest advocate and catalyst for change for women in engineering and technology. The not-for-profit educational and service organization is the driving force that establishes engineering as a highly desirable career aspiration for women. To ensure SWE members reach their full potential as engineers and leaders, the Society offers unique opportunities to network, provides professional development, shapes public policy and provides recognition for the life-changing contributions and achievements of women engineers. As a champion of diversity, SWE empowers women to succeed and advance in their personal and professional lives. For more information about the Society, please visit www.swe.org or call 312.596.5223.

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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: I can't wait to present at #WE21! Join me & @SWEtalk in Indianapolis, IN Oct. 21-23 and make sure to come to my session, [INSERT SESSION TITLE]! #AspiretoInspire #WE21

Tweet Example 2: See me present at #WE21 in Indianapolis, IN with @SWEtalk on Oct. [INSERT DATE]! My session is about [INSERT VERY SHORT DESCRIPTION, >7 WORDS]. Learn more: we21.swe.org #AspiretoInspire #WE21

Tweet Example 3: @SWEtalk's #WE21 Conference is almost here! See me present at my session, [INSERT SESSION TITLE] on Oct. [INSERT DATE]! Learn more at we21.swe.org. #AspiretoInspire #WE21

Tweet Example 4: I'm helping #AspiretoInspire with my presentation at #WE21. Learn more about @SWEtalk's amazing event! we21.swe.org.



FACEBOOK

SAMPLE FACEBOOK 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 or business has a Facebook page, you may wish to post in the third person:

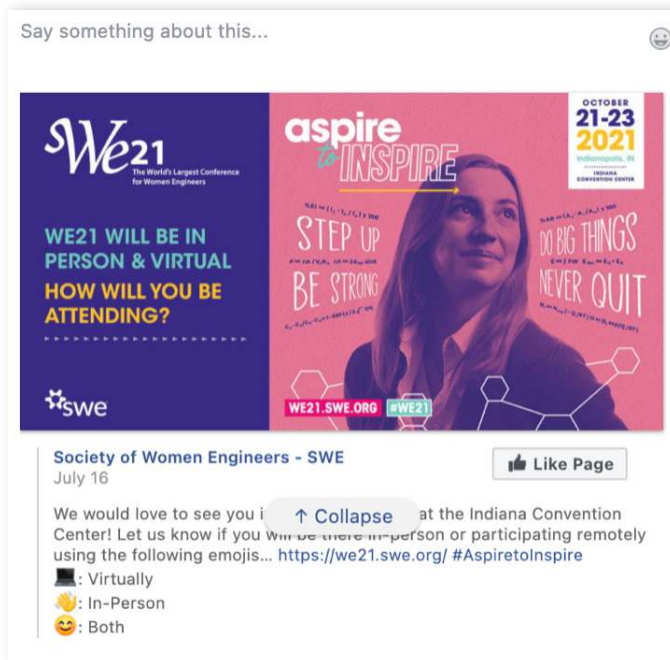
Example Facebook Post 1: We're thrilled to have our very own [YOUR NAME] presenting this October at #WE21, the annual conference of the @Society of Women Engineers - SWE in Indianapolis, IN. [FIRST NAME]'s session is titled [INSERT SESSION NAME] and takes place on Oct. [INSERT DATE]. Learn more and register now! WE21.swe.org

On your personal Facebook page, you may wish to elaborate upon your presentation further:

I'm honored and excited to present at #WE21 this year! Join me for my session, [INSERT SESSION TITLE], on Oct. [INSERT DATE]. I hope to see you there! Learn more at we21.swe.org.

Please also leverage WE21 information from your company 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 ...

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:



Please do not hit the share button, without adding your own personal blurb, to the 'Shared' Facebook post.

Example of Facebook 'Shared' Post 1: Excited to be speaking on behalf of [INSERT COMPANY] at the @Society of Women Engineers #WE21 Conference! Join me on October [INSERT DATE] for my session, [INSERT SESSION TITLE]. #AspiretoInspire



SAMPLE LINKEDIN ANNOUNCEMENT

I'm honored to be presenting at #WE21 this October! Will you join me at the annual conference of the Society of Women Engineers – SWE in Indianapolis, Indiana? My session, [INSERT SESSION TITLE], takes place on Oct. [INSERT DATE] and addresses [SHORT DESCRIPTION OF TOPIC/THEME]. Learn more: we21.swe.org. #AspiretoInspire

SHAREABLE SPEAKER GRAPHICS

Facebook & LinkedIn - 1200x630



Twitter - 1200x675



Facebook & LinkedIn - 1200x630



Twitter - 1200x675

