

THE SOCIETY
OF WOMEN
ENGINEERS
PRESENTS:

swe **NEXT**
Invent it.
Build it.

10
YEARS

2021 *Saturday*
October 23

Indiana
Convention
Center

#IIBI Social Media Toolkit

Included in this toolkit, you will find social media posts you can use on your own social media handles to promote content from @SWEtalk. We encourage you to copy and paste these posts and engage with SWEtalk on social media.

Links to SWEtalk's social media handles

Be sure to tag SWEtalk in all your posts by adding the correct handle name.

- ▶ **Facebook:** @SWEorg
- ▶ **Twitter:** @SWEtalk
- ▶ **Instagram:** @SWEtalk

Twitter

Twitter Best Practices:

- ▶ To tag SWEtalk and other Twitter profiles, type the "@" symbol before the name of the profile.
- ▶ Use hashtags in all your posts so your content shows up in searches.
- ▶ Shorten long links by using bit.ly: <https://bitly.com/>
- ▶ Make sure all 3 letters from the word "SWEtalk" are capitalized.

Twitter Content:

Make sure to register for Invent it. Build it., @SWEtalk's largest hands-on engineering event. It's an experience designed to encourage high school girls to choose a career in engineering. Register TODAY!
<https://bit.ly/3AYC5Hk> #IIBI #BeThatEngineer

Have you registered for @SWEtalk's #IIBI yet? Students will be participating in a hands-on engineering experience with members of @SWEtalk. So, what are you waiting for?! Register TODAY!
<https://bit.ly/3AYC5Hk> #IIBI #BeThatEngineer

Are you interested in engineering? If so, @SWEtalk's #IIBI is the right event for you! On Oct. 23rd from 9am-3:30pm, girls will meet with engineers and learn how they can pursue a future in engineering. Register TODAY: <https://bit.ly/3AYC5Hk> #IIBI #BeThatEngineer

Invent It. Build It. is based upon work supported through the generosity of the ExxonMobil Foundation.

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Twitter Content (cont'd):

Did you know on average 95% of girls who have attended #IIBI leave with a better understanding of engineering? Programs like #IIBI shows girls how they can make a difference in the world! Register now! <https://bit.ly/3AYC5Hk> @SWEtalk #BeThatEngineer

This year's #IIBI is nothing like you've seen before! Companies from all over will participate in this year's EXPO. We have @BostonScientific, @AmericasNavy, @BP, @DiscoverE, @FIRSTIndianaRobotics and more! Trust me, you won't want to miss out! Sign up NOW: <https://bit.ly/3AYC5Hk>

Twitter Graphics

1080 px x 1080 px



1080 px x 1080 px



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Facebook

Facebook Best Practices:

- ▶ To tag SWEorg and other Facebook pages, type the "@" symbol before the name of the page.
- ▶ When posting a link on Facebook, paste the link in the post, allow the photo to auto-populate, then delete the link. Followers reading your post will be able to click on the image to take them to the website.
- ▶ Make sure all 3 letters from the word "SWEorg" are capitalized.

Facebook Content:

Make sure to register for Invent it. Build it., @SWEorg's largest hands-on engineering event. It's an experience designed to encourage high school girls to choose a career in engineering. Register TODAY!
<https://bit.ly/3AYC5Hk> #IIBI #BeThatEngineer

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<https://bit.ly/3AYC5Hk> #IIBI #BeThatEngineer

Are you interested in knowing what it feels like to be an engineer? If so, @SWEorg's Invent it. Build it. is the right event for you! On October 23rd from 9am-3:30pm, girls will meet with engineers and learn how they can pursue a future in engineering. All attendees will spend the morning at the Outreach EXPO, where they can learn about local engineering clubs, engineering camps, competitions, after-school programs, scholarships and more. Register here! <https://bit.ly/3AYC5Hk> #IIBI #BeThatEngineer

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Facebook Graphics

1200 px x 630 px



1200 px x 630 px



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