#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/](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](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](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](https://bit.ly/3AYC5Hk) #IIBI #BeThatEngineer
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
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

Have you registered for @SWEorg'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 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
Hey 9th-12th Graders, come join us this year at Invent it. Build it.

Where: Indiana Convention Center
When: October 23rd from 9am-3:30pm EDT

inventitbuildit.swe.org | #IIBI | #WE21

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