DEAR WE24 PARTNER 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. WE24 will bring together more than 15,000 attendees for an inspiring blend of workshops, networking events, and presentations aimed at the conference theme, Together We Rise.

The career fair is a highlight of the conference, and thousands of women in engineering and technology will network with companies (s/b employers) such as yourself and find their next big opportunity.

We hope our enthusiasm about your presence at WE24 is contagious, and you’ll be inspired to share your virtual and/or in-person attendance with your peers. To help promote your virtual and/or in-person appearance, we are offering this WE24 Sponsor Toolkit containing suggested content for social media, including Twitter, Facebook, Instagram, and LinkedIn. This toolkit is designed to help you make the most of your time at WE24 and share your virtual and/or in-person presence here with your employees and peers.

SEE YOU VIRTUALLY AND/OR IN-PERSON AT WE24, OCTOBER 24 - 26!
PARTNER SHAREABLE GRAPHICS

FACEBOOK, LINKEDIN - 1200x630

INSTAGRAM - 1080x1080

X (TWITTER) - 1200x675

EXHIBITOR SHAREABLE GRAPHICS

FACEBOOK, LINKEDIN - 1200x630

INSTAGRAM - 1080x1080

X (TWITTER) - 1200x675
SHAREABLE GRAPHICS TEMPLATES

Proud to be a Partner of WE24!

Proud to be an Exhibitor at WE24!

#WE24 WE24.SWE.ORG

TOGETHER WE RISE

OCTOBER 24 - 26

McCORMICK PLACE

CHICAGO, IL

PLACE LOGO HERE

#WE24 WE24.SWE.ORG
X/Twitter

**Sample Tweets**

Please use #WE24 in your communications. If you tag @SWEtalk, we can respond and retweet your communications to our followers as well.

**Tweet Example 1:** (INSERT COMPANY NAME) can’t wait to exhibit (VIRTUALLY AND/OR IN–PERSON) at @SWEtalk’s #WE24! Join us at booth (INSERT BOOTH NUMBER) on Oct. 24–26. Learn more: WE24.swe.org

**Tweet Example 2:** Come see us at our (VIRTUAL AND/OR IN–PERSON) exhibit booth (INSERT BOOTH NUMBER) at #WE24 (VIRTUAL AND/OR IN–PERSON) with @SWEtalk. Learn more: WE24.swe.org

**Tweet Example 3:** #WE24 is almost here! See (INSERT COMPANY NAME) exhibit (VIRTUAL AND/OR IN–PERSON) at booth (INSERT BOOTH NUMBER). See you soon @SWEtalk! Learn more at WE24.swe.org

**Tweet Example 4:** (INSERT COMPANY NAME) is advocating for women in engineering and tech by exhibiting (VIRTUALLY AND/OR IN–PERSON) at #WE24 for @SWEtalk. Learn more: WE24.swe.org

Facebook

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: #WE24, in all posts and the secondary hashtag #TogetherWeRise wherever possible.

**Sample Facebook Posts**

If your organization has a Facebook page, you may wish to post in the third person:

**Example Facebook Post 1:** (INSERT COMPANY NAME) is exhibiting (VIRTUALLY AND/OR IN–PERSON) at booth (INSERT BOOTH NUMBER) at #WE24, the @Society of Women Engineers – SWE annual conference, on October 24–26. Learn more and register now: WE24.swe.org #TogetherWeRise

**Example Facebook Post 2:** We’re honored and excited to be a sponsor of the @Society of Women Engineers – SWE annual conference this year! #WE24

Join us at booth (INSERT BOOTH NUMBER) on Oct. 24–26. We hope to see you virtually and/or in–person! Learn more: WE24.swe.org #TogetherWeRise
Please also leverage WE24 content 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 to the left), 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 exhibiting (VIRTUALLY AND/OR IN-PERSON) on behalf of (INSERT COMPANY NAME) at the @Society of Women Engineers – SWE #WE24 Conference. Join me virtually and/or in-person at booth (INSERT BOOTH NUMBER).

Example Instagram Post 1: (INSERT COMPANY NAME) is exhibiting (VIRTUALLY AND/OR IN-PERSON) at booth (INSERT BOOTH NUMBER) at #WE24, the Society of Women Engineers (@SWETalk) annual conference on October 24-26. Learn more and register today at WE24.swe.org!

Example Instagram Post 2: We’re honored and excited to be a sponsor at #WE24, the Society of Women Engineers (@SWETalk) annual conference! Join us at booth (INSERT BOOTH NUMBER) on Oct. 24-26. We hope to see you virtually and/or in-person! Learn more at WE24.swe.org today.

Instagram

Please tag @SWETalk in your posts/stories so we can respond and share your communications to our followers as well.

SAMPLE FACEBOOK POSTS
Please tag SWE in your LinkedIn posts by typing the ‘@’ symbol and “Society of Women Engineers” - a dropdown box will show up, select ‘Society of Women Engineers’.

SAMPLE LINKEDIN POSTS

Example of a LinkedIn Company Page Post: (INSERT COMPANY NAME) is honored to be exhibiting (VIRTUALLY AND/OR IN-PERSON) at booth (INSERT BOOTH NUMBER) at #WE24! Join us for the @Society of Women Engineers annual conference, the largest conference and career fair for women in engineering, this October in Chicago. Learn more: WE24.swe.org

Please also leverage WE24 content from your company LinkedIn page onto your personal LinkedIn page, by choosing to ‘Share’ the post.

Example of LinkedIn ‘Shared’ Post 1: Excited to be exhibiting (VIRTUALLY AND/OR IN-PERSON) on behalf of (INSERT COMPANY NAME) at the @Society of Women Engineers #WE24 Conference. Join me virtually and/or in-person at booth (INSERT BOOTH NUMBER). #TogetherWeRise