DEAR WE24 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 theme, Together We Rise.

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
- Suggested captions for Instagram posts and stories

This toolkit is designed to help you make the most of your time at WE24 and share this amazing accomplishment with your contacts. Please let us know how you leveraged these items to promote your session by emailing SWE’s Social Media Manager at socialmedia@swe.org.

SEE YOU AT WE24 OCT. 24-26 IN CHICAGO!
NEWS RELEASE TEMPLATE

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 WE24, 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 and technology.

(NAME)’s presentation, titled (PRESENTATION TITLE), will focus on (DESCRIPTION OF PRESENTATION). It will be shared with WE24’s more than 16,000 attendees on (DATE & TIME) in Chicago, Illinois. The session will play a crucial role in providing a diverse array of development tools for women engineers ages 18 to 80.

(ADD A QUOTE ABOUT WHY YOU’RE EXCITED TO SPEAK AT WE24)

Admission to this exciting event is included for all WE24 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 catalog of educational and networking opportunities at WE24, is available at WE24.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 swe.org or call 312.596.5223.
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: I can’t wait to present at #WE24! Join me & @SWEtalk in Chicago Oct. 24-26 and make sure to come to my session, (INSERT SESSION TITLE)! #TogetherWeRise

Tweet Example 2: See me present at #WE24 in Chicago, IL with @SWEtalk on Oct. (INSERT DATE)! My session is about (INSERT SHORT DESCRIPTION UNDER 7 WORDS). Learn more: WE24.swe.org #TogetherWeRise

Tweet Example 3: @SWEtalk’s #WE24 Conference is almost here! See me present at my session, (INSERT SESSION TITLE) on Oct. (INSERT DATE)! Learn more at WE24.swe.org. #TogetherWeRise

Tweet Example 4: I’m helping prove that #TogetherWeRise with my presentation at #WE24. Learn more about @SWEtalk’s amazing event: WE24.swe.org.

SAMPLE FACEBOOK POSTS

If you will be posting from your organization or business 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 #WE24, the annual conference of the @Society of Women Engineers – SWE in Chicago, IL.

(FIRST NAME)’s session is titled (SESSION TITLE) and takes place on Oct. (DATE). Learn more and register now! WE24.swe.org #TogetherWeRise

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

Example Facebook Post 2: I’m honored and excited to present at #WE24 this year! Join me for my session, (SESSION TITLE), on Oct. (DATE). I hope to see you there! Learn more at WE24.swe.org #TogetherWeRise
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 Announcement: I’m honored to be presenting at #WE24 this October! Will you join me at the annual conference of the Society of Women Engineers in Chicago? My session, (SESSION TITLE), takes place on Oct. (SESSION DATE) and addresses (SHORT DESCRIPTION OF TOPIC/ THEME). Learn more: WE24.swe.org. #TogetherWeRise

Please also leverage WE24 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:

Example of Facebook ‘Shared’ Post: Excited to be speaking on behalf of (COMPANY) at the @Society of Women Engineers – SWE #WE24 Conference! Join me on October (SESSION DATE) for my session, (SESSION TITLE). #TogetherWeRise

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

FACEBOOK

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

**Sample Post & Story**

Post Example: I can’t wait to present at #WE24! Join me & @SWEtalk in Chicago Oct. 24–26 and make sure to come to my session, *(INSERT SESSION TITLE)*! #TogetherWeRise

Story Example: I can’t wait to present at #WE24! Join me & @SWEtalk in Chicago Oct. 24–26! #TogetherWeRise

**SHARABLE SPEAKER GRAPHICS**

Facebook & LinkedIn – 1200x630

Twitter – 1200x675