

THE SOCIETY
OF WOMEN
ENGINEERS
PRESENTS:

sweNEXT Invent it. Build it.

2023 Saturday
October 28

Los
Angeles
Convention
Center

#IIBI Social Media Toolkit

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

Links to SWENext's social media handles

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

- ▶ **Facebook:** @SWENext
- ▶ **Twitter:** @SWENext
- ▶ **Instagram:** @SWENext

Best Social Practices:

- ▶ To tag SWENext and other profiles, type the "@" symbol before the name of the profile.
- ▶ Use hashtags in all your posts so your content shows up in searches. #WE23 #IIBI
- ▶ Shorten long links by using bit.ly: <https://bitly.com/>
- ▶ Make sure the first four letters from the word "SWENext" are capitalized.

SWENext Social Examples

Did you know on average 95% of girls who have attended Invent it. Build it. leave with a better understanding of engineering? Programs like Invent it. Build it. shows students ages 10-18 how they can make a difference in the world! Register now! <https://bit.ly/3YVwZIK> @SWENext #BeThatEngineer #IIBI

Have you registered for Invent it. Build it. yet? Students ages 10-18 will be participating in a hands-on engineering experience with SWE members. So, what are you waiting for?! Register TODAY! <https://bit.ly/3YVwZIK> #IIBI #BeThatEngineer

Are you interested in engineering? If so, @SWENext's Invent it. Build it. is the right event for you! On Oct. 28 from 9 a.m.-12:30 p.m. PT in Los Angeles, students ages 10-18 will meet with engineers and learn how they can pursue a future in engineering. Register TODAY: <https://bit.ly/3YVwZIK> #IIBI #BeThatEngineer

Click to view the Invent it. Build it. video!

inventitbuildit.swe.org | #IIBI | #WE23

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Facebook Graphics



1200 px x 630 px



1200 px x 630 px

[Click here to download toolkit graphics](#)

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Instagram Graphics



1080 px x 1080 px



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