

Dear WE23 Sponsor 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. WE23 will bring together more than 15,000 attendees for an inspiring blend of workshops, networking events and presentations aimed at the conference theme, ***Live Without Limits***.

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 WE23 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 **WE23 Sponsor Toolkit** containing suggested content for social media, including Twitter, Facebook, and LinkedIn. This toolkit is designed to help you make the most of your time at WE23 and share your virtual and/or in person presence here with your employees and peers.

**See you virtually and/or in-person at WE23,
Thursday October 26- Saturday, October 28!**

• SPONSOR SHAREABLE GRAPHICS •

FACEBOOK, LINKEDIN- 1200x630



INSTAGRAM- 1080x1080



TWITTER- 1200x675



• EXHIBITOR SHAREABLE GRAPHICS •

FACEBOOK, LINKEDIN- 1200x630



INSTAGRAM- 1080x1080



TWITTER- 1200x675



• **SHAREABLE GRAPHICS TEMPLATE** •

Use the provided blank templates to add your own organization's logo in the space provided as indicated in the example:





• TWITTER SAMPLE TWEETS •

Sample Tweets

Please use **#WE23** 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 **#WE23**! Join us at booth **[INSERT BOOTH NUMBER]** on Oct. 26-28. **@SWEtalk**

Learn more: we23.swe.org

Tweet Example 2: Come see us at our [virtual and/or in-person] exhibit booth **[INSERT BOOTH NUMBER]** at **#WE23** [virtual and/or in-person] with **@SWEtalk**. Learn more: we23.swe.org.

Tweet Example 3: **#WE23** is almost here! See **[INSERT COMPANY NAME]** exhibit [virtually and/or in-person] at booth **[INSERT BOOTH NUMBER]**. See you soon **@SWEtalk**! Learn more at we23.swe.org.

Tweet Example 4: **[INSERT COMPANY NAME]** is advocating for women in engineering and tech by exhibiting [virtually and/or in-person] at **#WE23** for **@SWEtalk**. Learn more: we23.swe.org.



• FACEBOOK •

Sample Facebook Posts

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: **#WE23**, whenever possible. Also, once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

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 **#WE23**, the **@Society of Women Engineers – SWE** annual conference on October 26-28. Learn more and register now! we23.swe.org.

Example Facebook Post 2: We're honored and excited to be a sponsor at **#WE23** this year! Join us at booth **[INSERT BOOTH NUMBER]** on Oct. 26-28. We hope to see you virtually and/or in-person! Learn more: we23.swe.org.

Please also leverage WE23 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.

Sample FB posts continue on next page

Example of Facebook 'Shared' Post 1: Excited to be exhibiting [virtually and/or in-person] on behalf of **[INSERT COMPANY]** at **@Society of Women Engineers #WE23** Conference. Join me virtually and/or in-person at booth **[INSERT BOOTH NUMBER]**.



• INSTAGRAM •

Sample Instagram Posts

Example Instagram Post 1: **[INSERT COMPANY NAME]** is exhibiting [virtually and/or in-person] at booth **[INSERT BOOTH NUMBER]** at **#WE23, @SWETalk** – SWE's annual conference on October 26-28. Learn more and register now! we23.swe.org.

Example Instagram Post 2: We're honored and excited to be a sponsor at **#WE23, @SWETalk** – SWE's annual conference! Join us at booth **[INSERT BOOTH NUMBER]** on Oct. 26-28. We hope to see you virtually and/or in-person! Learn more: we23.swe.org.



• LINKEDIN •

Sample LinkedIn Announcement

[INSERT COMPANY NAME] is honored to be exhibiting [virtually and/or in-person] at booth **[INSERT BOOTH NUMBER]** at **#WE23!** Join us for the **@Society of Women Engineers** annual conference: virtual and in-person, the largest conference and career fair for women in engineering! Learn more: we23.swe.org.