

**Dear WE23 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 ***Live Without Limits***.

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 WE23 and share this amazing accomplishment with your contacts. Please let us know how you leveraged these items to promote your session by SWE's Social Media Manager, at [social\\_media@swe.org](mailto:social_media@swe.org).

**See you at WE23 Oct. 26-28 in Los Angeles!**

**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 WE23, 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 WE23's more than 16,000 attendees on **(DATE & TIME)** in Los Angeles, California. The session will play a crucial role in providing a diverse array of development tools for women engineers age 18 to 80.

**(ADD A QUOTE ABOUT WHY YOU'RE EXCITED TO SPEAK AT WE23)**

Admission to this exciting event is included for all WE23 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 catalogue of educational and networking opportunities at WE23, is available at [we23.swe.org](http://we23.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 lifechanging 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](http://swe.org) or call 312.596.5223.



• TWITTER •

**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:** I can't wait to present at #WE23! Join me & @SWEtalk in Los Angeles Oct. 26-28 and make sure to come to my session, **(INSERT SESSION TITLE)**! #LiveWithoutLimits #WE23

**Tweet Example 2:** See me present at #WE23 in Los Angeles, CA with @SWEtalk on Oct. **(INSERT DATE)**! My session is about **(INSERT SHORT DESCRIPTION > 7 WORDS)**. Learn more: [we23.swe.org](http://we23.swe.org) #LiveWithoutLimits #WE23

**Tweet Example 3:** @SWEtalk's #WE23 Conference is almost here! See me present at my session, **(INSERT SESSION TITLE)** on Oct. **(INSERT DATE)**! Learn more at [we23.swe.org](http://we23.swe.org). #LiveWithoutLimits #WE23

**Tweet Example 4:** I'm helping #LiveWithoutLimits with my presentation at #WE23. Learn more about @SWEtalk's amazing event! [we23.swe.org](http://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.
- Use the supporting conference hashtag: **#LiveWithoutLimits**, when and if 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 or business has a 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 #WE23, the annual conference of the @Society of Women Engineers - SWE in Los Angeles, CA. **(FIRST NAME)**'s session is titled **(SESSION TITLE)** and takes place on Oct. **(DATE)**. Learn more and register now! [we23.swe.org](http://we23.swe.org)

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

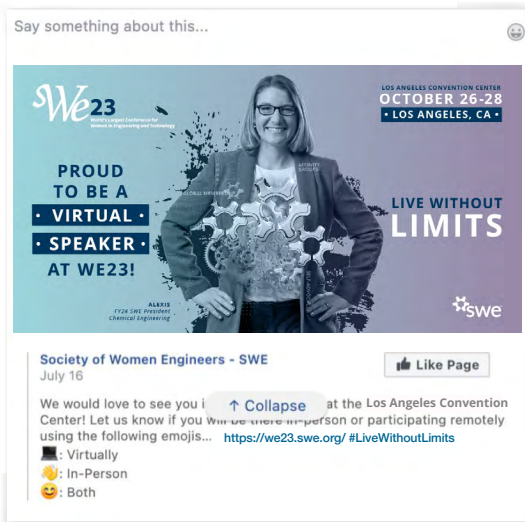
I'm honored and excited to present at #WE23 this year! Join me for my session, **(SESSION TITLE)**, on Oct. **(DATE)**. I hope to see you there! Learn more at [we23.swe.org](http://we23.swe.org).



• FACEBOOK •

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:



• 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 speaking on behalf of (COMPANY) at the @Society of Women Engineers #WE23 Conference! Join me on October (SESSION DATE) for my session, (SESSION TITLE). #LiveWithoutLimits



• LINKEDIN •

**Sample LinkedIn Announcement**

I'm honored to be presenting at #WE23 this October! Will you join me at the annual conference of the Society of Women Engineers – SWE in Los Angeles? My session, (SESSION TITLE), takes place on Oct. (SESSION DATE) and addresses (SHORT DESCRIPTION OF TOPIC/THEME). Learn more:

[we23.swe.org](https://we23.swe.org). #LiveWithoutLimits



## • INSTAGRAM •

### Sample Posts

Please use **#WE23** in your communications. If you tag **@SWEtalk**, we can respond and share your communications to our followers as well.

**Post Example:** I can't wait to present at #WE23! Join me & @SWEtalk in Los Angeles Oct. 26-28 and make sure to come to my session, (**INSERT SESSION TITLE**)! #LiveWithoutLimits #WE23

### Sample Story

Please use **#WE23** in your communications. If you tag **@SWEtalk**, we can respond and share your communications on our story as well.

**Story Example:** I can't wait to present at #WE23! Join me & @SWEtalk in Los Angeles Oct. 26-28! #LiveWithoutLimits #WE23

## • SHAREABLE SPEAKER GRAPHICS •

### Facebook & LinkedIn - 1200x630



### Twitter - 1600x900



Instagram Post - 1080x1080



Instagram Story - 1080x1920



Facebook & LinkedIn - 1200x630



Twitter - 1600x900



Instagram Post - 1080x1080



Instagram Story- 1080x1920

