**Professional Toolkit: Blog Copy**

Thank you for your interest in promoting Society of Women Engineers (SWE) membership and renewals to your peers and colleagues. We hope that your enthusiasm about SWE and all the Society’s member benefits will be contagious!

Please find sample blog copy below that you can use to promote SWE on your section’s blog or website, or on your own personal blog. We encourage you to use SWE shareable graphics within your post - they can be downloaded at [membership.swe.org](http://membership.swe.org).

Feel free to share the blog post in its entirety or choose copy that is most important to you and put your own unique spin on it.

**Title:** A Community of Support for Women in Engineering and Technology

**Subtitle:** The Society of Women Engineers (SWE) brings learning, networking and advancement opportunities to women in engineering.

Women in engineering face unique challenges in the workplace and often find that they don’t have many other female colleagues to relate to. The members of [INSERT SECTION NAME] have found a community of like-minded women in a society that is 42,000+ strong.

With only 13 percent of practicing engineers being women, groups like [SWE](https://swe.org/) play an important role in giving women, and others underrepresented within the STEM profession, a means of connecting with like-minded peers and developing strategies and solutions to advance professionally.

SWE offers a variety of unique member benefits to assist members at any stage of their careers. The [Advance Learning Center](https://advancelearning.swe.org/Pages/Catalog/TitleCatalog.aspx) features hundreds of webinars and e-Learning courses covering topics of importance to women in engineering. These educational pieces provide insights and strategies that members can bring back to their teams. They also provide personal education on leadership and general advancement in the workplace. [Click here to learn about some of the best webinars by career stage](https://support.swe.org/support/solutions/folders/35000211057).

[SWE’s Career Center](https://careers.swe.org/) features hundreds of job openings each month from some of the largest engineering and technology organizations across the globe.

SWE’s Annual Conferences and WE Local conferences are also a great opportunity for learning and development. Offering networking, education and professional development, the Annual Conference attracts more than 16,000 women in engineering and technology from across the globe. This year, SWE’s Annual Conference, [WE20](https://we20.swe.org/), will be in New Orleans, Louisiana November 5-7, 2020. A variety of tracks will satisfy everyone’s needs from entry-level to executive leadership. [INSERT MORE INFORMATION ABOUT SECTION INVOLVEMENT IN THE ANNUAL CONFERENCE IF APPLICABLE.]

[WE Local](https://welocal.swe.org/) is a localized version of the annual conference held in seven cities across the U.S., India and Europe. Our local section also hosts meetups and other events to connect with local women in engineering and give back to the community. [INSERT MORE INFORMATION ABOUT SECTION MEETINGS OR EVENTS HOSTED OVER THE PAST YEAR]

SWE also offers learning opportunities in the form of online and print content:

* The organization publishes an award-winning magazine, [*SWE Magazine*](https://swe.org/about-swe/swe-magazine/), covering the engineering industry and topics of importance to women engineers.
* [*All Together*](https://alltogether.swe.org/) is SWE’s digital news platform. Not only can you find digital SWE Magazine articles here, but coverage of other SWE members and important society news.
* SWE’s [podcast channel, *Diverse*](https://soundcloud.com/swepodcasts), is another great collection of content featuring stories from incredible women in engineering and opinions on topics that are affecting women the most in engineering today.
* [SWE’s research site](https://research.swe.org/) features all the latest research on women in engineering and technology, and is often useful as a reference.

[SWE’s Award program](https://swe.org/awards/) is a notable opportunity for movers and shakers in the engineering industry. The program recognizes women engineers and technologists every year at a variety of levels. Receiving an award from an organization like SWE is a great honor and resume builder.

SWE is an organization supporting women in engineering, but the non-profit has taken that a step further, recognizing that identities and a need for resources go beyond gender. SWE’s Affinity Groups are small groups within the organization where individuals share a common element of diversity and work collaboratively together. SWE has Affinity Groups for African Americans, Latinos, Native Americans, Asian Connections, LGBTQ and Allies, Global Women Engineers, Small Business Women Engineers, Women in Government, Entrepreneurs, and Senior Member Engagement. [Learn more about each group and request to join a group you identify with here](https://support.swe.org/support/solutions/articles/35000111481-how-to-access-swe-affinity-groups).

One of the many reasons that SWE members continue their journey with the organization is not just the connections they are able to make with other women engineers, but the personal skills they are able to gain as a member. SWE members attribute the organization as a catalyst in their growth and leadership development. Members of SWE have a unique advantage to practice leadership skills outside of the workplace in a non-threatening environment through holding leadership positions at the local and global level. These opportunities prepare employees for experiences they will face in their careers and give them the confidence to approach leadership roles earlier than they may have otherwise.

Through SWE membership, women in engineering will advance in their careers and connect with the world’s largest network of women in engineering and their allies. Visit [membership.swe.org](http://membership.swe.org) to explore more about SWE and join or renew today!