**Professional Toolkit: Social Media 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 social media posts below that you can use to promote SWE on your section’s social media handles, or on your own personal social media handles. We encourage you to use SWE shareable graphics within your posts - they can be downloaded at [membership.swe.org](http://membership.swe.org).

Be sure to tag SWE in all your posts by adding the correct handle name. Tagging SWE allows us to interact with your posts!

To tag SWE in your posts, replace the **teal** text with the following respective handles (be sure to type out the tag in the post):

Facebook: @SWEorg

Twitter: @SWEtalk

LinkedIn: @Society of Women Engineers

Instagram: @SWEtalk

Snapchat: SWEorg

**For Section Social Media Handles:**

Sometimes it’s natural to feel like you’re the only woman engineer. With **SWE**, you’ll never feel that way again. Be part of a like-minded network of women engineers 42,000+ strong. Join or renew today! <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(254 characters)

Support. Strength. Endless opportunities for learning and leadership. That’s what **SWE** provides to engineers around the world. A like-minded network of 42,000+ members and advocates are here for YOU. Join or renew today → <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(274 characters)

Strengthen your career and leadership skills outside the engineering workplace. **SWE**’s Advance Learning Center has tons of LIVE and on-demand webinars, and as a member you’ll have access to all of them! Join SWE today and be your best engineer! [bit.ly/2xuzV3B](https://bit.ly/2xuzV3B) #MyJourney #MyCommunity #MySWE

(289 characters)

Being your best engineer starts with **SWE**. SWE’s network of 42k+ members means support, strength and endless opportunities for learning and leadership—no matter where you’re at in your career. Join today → <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(258 characters)

Stay up to date with technical tips, professional development, job listings and the engineering profession with #SWEMagazine once you’re part of **SWE**! Join today and share YOUR journey with the engineering world! <https://bit.ly/2Lv4tMh>

#MyJourney #MyCommunity #MySWE

(268 characters)

Being part of **SWE** gives you access to inspiring content like the *Diverse* Podcast, featuring women in engineering accomplishing great things! Listen to an episode today <https://bit.ly/2HnTT6P>, and join or renew with SWE! <https://bit.ly/2YdSrIG>

(242 characters)

Being part of **SWE** gives you access to inspiring content. Check out *All Together*, featuring women in engineering accomplishing great things <alltogether.swe.org> and join or renew with SWE! <https://bit.ly/2YdSrIG>

(211 characters)

Whether you are just starting your engineering career, are an experienced professional or are looking to rejoin the workforce after a break—**SWE** gives you the support, strength and resources to help you be your best engineer at ANY stage. Join a network of women 42,000+ strong → <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(332 characters - too long for Twitter)

**For Personal Social Media Handles:**

Ever feel like you’re the only woman engineer? I have...but not since joining **SWE**! Come join me and this like-minded network of members 42,000+ strong. Join or renew today! <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(226 characters)

Support. Strength. Endless opportunities for learning and leadership. That’s what **SWE** provides me and 42,000+ members around the world. Join me and this enormous network of smart, strong engineers. Sign up or renew today → <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(276 characters)

Thanks to **SWE**, I feel like I’m continuously learning how to be a better, more well-rounded engineer. See for yourself what it’s like to be backed by a network of women engineers that’s 42,000+ strong. Join me. Join US. → <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(274 characters)