**Collegiate Toolkit: Social Media Copy**

Thank you for your interest in promoting Society of Women Engineers (SWE) membership and renewals to your peers. 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.

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:**

Join **SWE** and be a part of a like-minded network of women engineers 40,000+ strong. Join or renew today! <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(157 characters)

Are you a college student who needs help with college funding? When you join **the Society of Women Engineers**, you gain access to STEM scholarships. Join or renew today → <https://bit.ly/2vGvJwy> #MyJourney #MyCommunity #MySWE

(222 characters)

Leading seminars and workshops at national and local conferences = SERIOUS RESUME BUILDER. Gain invaluable leadership skills with **SWE**! Join or renew today →  <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(211 characters)

Thinking about life after graduation? Join **SWE** today and have access to their online career center, which is filled with hundreds of engineering jobs posted monthly. Join or renew today → [careers.swe.org](https://careers.swe.org/) #MyJourney #MyCommunity #MySWE

(234 characters)

Inspire girls in STEM by joining **SWE** and volunteering for SWENext—an outreach program that encourages K-12 girls to #BeThatEngineer when they grow up - just like you! (Psst...volunteering is GREAT for resumes!) Join SWE today! <https://bit.ly/2Y87vqY> #MyJourney #MyCommunity #MySWE

(281 characters)

**SWE** is made up of 40,000+ members who are passionate about STEM and want to make a difference in the world. Join SWE today and help change lives! <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(199 characters)

Prepare yourself for 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

(257 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

(265 characters)

**For Personal Social Media Handles:**

Join **SWE**, join ME—and be a part of a like-minded network of women engineers 40,000+ strong. <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(145 characters)

Are you a college student who needs help with funding? I know I do! When you join **SWE**, you’ll have access to many scholarship opportunities. <https://bit.ly/2vGvJwy> #MyJourney #MyCommunity #MySWE

(194 characters)

Leading seminars & workshops at national and local conferences = SERIOUS RESUME BUILDER. I’ve gained invaluable leadership skills with **SWE**, and you can too. Join today! <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(222 characters)

I’m passionate about inspiring girls in STEM. Are you? Join **SWE** and volunteer for outreach efforts that encourage K-12 girls to #BeThatEngineer when they grow up. (Psst—volunteering is GREAT for resumes! Just sayin’.) Join today! <https://bit.ly/2Y87vqY> #MyJourney #MyCommunity #MySWE

(283 characters)

**SWE** is made up of 40,000+ members (I’m one of them!) who are passionate about STEM and want to make a difference in the world. Join SWE today and help us change lives! <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(221 characters)

**SWE** has helped prepare me for the engineering workplace with tons of LIVE and on-demand webinars that are building my awareness and skills as a woman in engineering. Join today and be your best engineer! [bit.ly/2xuzV3B](https://bit.ly/2xuzV3B) #MyJourney #MyCommunity #MySWE

(249 characters)

**SWE** is a huge part of my engineering journey. It helps me stay up to date with technical tips, professional development, job listings and the engineering profession! Join today and share YOUR journey with the engineering world! <https://bit.ly/2YdSrIG> #MyJourney #MyCommunity #MySWE

(281 characters)