

SHLA Winter Summit Social Media Toolkit:

November 29, 2021- January 11, 2022



Included in this toolkit, you will find social media posts you can use on your own social media handles to promote content from SWE. We encourage you to copy and paste these posts and engage with SWE on social media.

Links to SWE's Social Media Handles:

Be sure to tag SWE in all your posts by adding the correct handle name.

- **Twitter:** @SWEtalk
- **Facebook:** @SWEorg
- **LinkedIn:** @Society of Women Engineers
- **Instagram:** @SWEtalk

Social Media Posts Included in This Toolkit:

Session 6

November 29 @ 6:30 PM CST: From Broadway to The Pilot Seat: How To Take Center Stage with Deysi Melgar, Aviation Leader

Session 7

November 30 @ 6:30 PM CST: Empowering Others Through STEM with Alena Wicker, Prodigy, Future NASA Engineer, & Founder of the Brown STEM Girl and Jessica Marquez, NASA Research Scientist

Session 8

December 2 @ 6:30 PM CST: How To Make Dollars, Make Sense: Navigating the Financial Aid Process with Tina Steele, Founder & CEO of The FAFSA Guru, M.A. Higher Education

Session 9

December 3 @ 6:30 PM CST: STEM Campfire Session with Turner Construction Panelists

Session 10

December 8 @ 6:30 PM CST: SWENext Connect: Leadership and Advocacy with SWENext Connect Mentors & SHLA sponsors

Quarterly Virtual Networking Pod

January 11, 2022 @ 6:30 PM CST

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TWITTER

Twitter Best Practices:

- **To tag SWE and other Twitter profiles**, type the “@” symbol before the name of the profile.
- **Use hashtags** in all your posts so your content shows up in searches.
- **Shorten long links** by using bit.ly: <https://bitly.com/>
- **Make sure** all 3 letters from the word “SWEtalk” are capitalized.

Twitter Content:

Post for Session 6 on 11/29:

On 11/29 at 6:30pm CST, Deysi Melgar, will be leading session 6 in our SHLA Winter Summit! Here, she will discuss the topic From Broadway to The Pilot Seat: How To Take Center Stage. Are you attending? #SHLA2021 <https://bit.ly/3kJDXyN>

Post for Session 7 on 11/30:

On 11/30 at 6:30pm CST, Alena Wicker, @NASA intern, and Dr. Jessica Marquez will be hosting session 7 in our SHLA Winter Summit! With a clear vision, Alena is on the path to knock down doors for other brown STEM girls, just like her! #SHLA2021 <https://bit.ly/3kJDXyN>

Post for Session 8 on 12/2:

On 12/2 @ 6:30pm CST, Bri'Shae Anderson, who started with @Turner in 2015 as a field engineer, will be hosting session 8 in our SHLA Winter Summit! In 2019 she was promoted to Engineer on the @iaamuseum in Charleston, SC. #SHLA2021 <https://bit.ly/3kJDXyN>

Post for Session 9 on 12/3:

On 12/3 at 6:30pm CST, our SHLA session 9 “connect” session will provide an opportunity for students to connect online with peers and mentors in engineering, have conversations about careers in engineering and more! Are you attending? #SHLA2021 <https://bit.ly/3kJDXyN>

Post for Session 10 on 12/8:

On 12/8 at 6:30pm CST, Tina Steele, Founder & CEO of @FafsaGuru, will be hosting session 10 in our SHLA Winter Summit! She became the founder 5 years after seeing the gap between student & family needs when it came to financial aid assistance. #SHLA2021 <https://bit.ly/3kJDXyN>

Post for Quarterly Virtual Networking Pod on 1/11:

On 1/11 at 6:30pm CST, our SHLA session 11 will take place featuring our SHLA Ambassadors. We hope to “see” you there! #SHLA2021 <https://bit.ly/3kJDXyN>

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TWITTER GRAPHICS



A Twitter graphic for Session 6. On the left is a black and white portrait of Deysi Melgar. To the right of the portrait is the text 'SHLA Winter Summit'. Below this is the session information: 'Session 6: 11/29 at 6:30pm CST' and 'Hosted by: Deysi Melgar'. On the right side of the graphic is the SHLA SWE NEXT High School Leadership Academy logo.

Session 6: 1600 px x 900 px



A Twitter graphic for Session 7. On the left are two black and white portraits of Alena Wicker and Dr. Jessica Marquez. To the right of the portraits is the text 'SHLA Winter Summit'. Below this is the session information: 'Session 7: 11/30 at 6:30pm CST' and 'Hosted by: Alena Wicker and Dr. Jessica Marquez'. On the right side of the graphic is the SHLA SWE NEXT High School Leadership Academy logo.

Session 7: 1600 px x 900 px



A Twitter graphic for Session 8. On the left is a black and white portrait of Bri'Shae Anderson. To the right of the portrait is the text 'SHLA Winter Summit'. Below this is the session information: 'Session 8: 12/2 at 6:30pm CST' and 'Hosted by: Bri'Shae Anderson'. On the right side of the graphic is the SHLA SWE NEXT High School Leadership Academy logo.

Session 8: 1600 px x 900 px



A Twitter graphic for Session 9. On the left is the SHLA SWE NEXT CONNECT logo, which includes a graphic of three colored arrows pointing right. To the right of the logo is the text 'SHLA Winter Summit'. Below this is the session information: 'Session 9: 12/3 at 6:30pm CST' and 'Hosted by: SWENext Connect'. On the right side of the graphic is the SHLA SWE NEXT High School Leadership Academy logo.

Session 9: 1600 px x 900 px



A Twitter graphic for Session 10. On the left is a black and white portrait of Tina Steele. To the right of the portrait is the text 'SHLA Winter Summit'. Below this is the session information: 'Session 10: 12/8 at 6:30pm CST' and 'Hosted by: Tina Steele'. On the right side of the graphic is the SHLA SWE NEXT High School Leadership Academy logo.

Session 10: 1600 px x 900 px



A Twitter graphic for Session 11. On the left is the text 'SHLA Winter Summit'. Below this is the session information: 'Post for Quarterly Virtual Networking' and 'Pod: 1/11 at 6:30pm CST' and 'Hosted by: SHLA Ambassadors'. On the right side of the graphic is the SHLA SWE NEXT High School Leadership Academy logo.

Session 11: 1600 px x 900 px

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FACEBOOK

Facebook Best Practices:

- To tag SWE and other Facebook pages, type the “@” symbol before the name of the page.
- When posting a link on Facebook, paste the link in the post, allow the photo to auto-populate, then delete the link. Followers reading your post will be able to click on the image to take them to the website.
- Make sure all 3 letters from the word “SWEorg” are capitalized.

Facebook Content:

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Post for Quarterly Virtual Networking Pod on 1/11:

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FACEBOOK GRAPHICS

A Facebook graphic for Session 6. It features a portrait of Deysi Melgar on the left. To the right, the text reads 'SHLA Winter Summit' in white. Below that, 'Session 6: 11/29 at 6:30pm CST' and 'Hosted by: Deysi Melgar' are written in yellow. The SHLA SWE NEXT logo is in the top right corner.

SHLA Winter Summit
Session 6: 11/29 at 6:30pm CST
Hosted by: Deysi Melgar

Session 6: 1200 px x 630 px

A Facebook graphic for Session 7. It features two portraits of Alena Wicker and Dr. Jessica Marquez on the left. To the right, the text reads 'SHLA Winter Summit' in white. Below that, 'Session 7: 11/30 at 6:30pm CST' and 'Hosted by: Alena Wicker and Dr. Jessica Marquez' are written in yellow. The SHLA SWE NEXT logo is in the top right corner.

SHLA Winter Summit
Session 7: 11/30 at 6:30pm CST
Hosted by: Alena Wicker and Dr. Jessica Marquez

Session 7: 1200 px x 630 px

A Facebook graphic for Session 8. It features a portrait of Bri'Shae Anderson on the left. To the right, the text reads 'SHLA Winter Summit' in white. Below that, 'Session 8: 12/2 at 6:30pm CST' and 'Hosted by: Bri'Shae Anderson' are written in yellow. The SHLA SWE NEXT logo is in the top right corner.

SHLA Winter Summit
Session 8: 12/2 at 6:30pm CST
Hosted by: Bri'Shae Anderson

Session 8: 1200 px x 630 px

A Facebook graphic for Session 9. It features the SHLA SWE NEXT CONNECT logo on the left. To the right, the text reads 'SHLA Winter Summit' in white. Below that, 'Session 9: 12/3 at 6:30pm CST' and 'Hosted by: SWENext Connect' are written in yellow. The SHLA SWE NEXT logo is in the top right corner.

SHLA Winter Summit
Session 9: 12/3 at 6:30pm CST
Hosted by: SWENext Connect

Session 9: 1200 px x 630 px

A Facebook graphic for Session 10. It features a portrait of Tina Steele on the left. To the right, the text reads 'SHLA Winter Summit' in white. Below that, 'Session 10: 12/8 at 6:30pm CST' and 'Hosted by: Tina Steele' are written in yellow. The SHLA SWE NEXT logo is in the top right corner.

SHLA Winter Summit
Session 10: 12/8 at 6:30pm CST
Hosted by: Tina Steele

Session 10: 1200 px x 630 px

A Facebook graphic for Session 11. It features the text 'SHLA Winter Summit' in white on the left. Below that, 'Post for Quarterly Virtual Networking' and 'Pod: 1/11 at 6:30pm CST' are written in yellow. At the bottom, 'Hosted by: SHLA Ambassadors' is written in white. The SHLA SWE NEXT logo is in the top right corner.

SHLA Winter Summit
Post for Quarterly Virtual Networking
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Session 11: 1200 px x 630 px

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LINKEDIN

LinkedIn Best Practices:

- Make sure to search @Society of Women Engineers in the search bar.
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LinkedIn Content:

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LINKEDIN GRAPHICS



SHLA Winter Summit

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Hosted by: Deysi Melgar



Session 6: 1200 px x 627 px



SHLA Winter Summit

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SHLA Winter Summit

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SHLA Winter Summit

Session 9: 12/3 at 6:30pm CST
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Session 9: 1200 px x 627 px



SHLA Winter Summit

Session 10: 12/8 at 6:30pm CST
Hosted by: Tina Steele



Session 10: 1200 px x 627 px



SHLA Winter Summit

Post for Quarterly Virtual Networking
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INSTAGRAM GRAPHICS



Session 6: 1080 px x 1080 px



Session 7: 1080 px x 1080 px



Session 8: 1080 px x 1080 px



Session 9: 1080 px x 1080 px



Session 10: 1080 px x 1080 px



Session 11: 1080 px x 1080 px