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
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
SHLA Winter Summit
Social Media Toolkit:
November 29, 2021- January 11, 2022

TWITTER GRAPHICS

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

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

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

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

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

Session 11: 1600 px x 900 px

Session 10: 1600 px x 900 px

Session 11: 1600 px x 900 px
SHLA Winter Summit
Social Media Toolkit:
November 29, 2021- January 11, 2022

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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SHLA Winter Summit
Social Media Toolkit:
November 29, 2021- January 11, 2022

FACEBOOK GRAPHICS

Session 6: 1200 px x 630 px

Session 7: 1200 px x 630 px

Session 8: 1200 px x 630 px

Session 9: 1200 px x 630 px

Session 10: 1200 px x 630 px

Session 11: 1200 px x 630 px
SHLA Winter Summit
Social Media Toolkit:
November 29, 2021 - January 11, 2022

**LinkedIn**

LinkedIn Best Practices:
- Make sure to search @Society of Women Engineers in the search bar.
- When posting a link on LinkedIn, 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.

LinkedIn Content:

**Post for Session 6 on 11/29:**
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LINKEDIN GRAPHICS

Session 6: SHLA Winter Summit
1200 px x 627 px

Session 7: SHLA Winter Summit
1200 px x 627 px

Session 8: SHLA Winter Summit
1200 px x 627 px

Session 9: SHLA Winter Summit
1200 px x 627 px

Session 10: SHLA Winter Summit
1200 px x 627 px

Session 11: SHLA Winter Summit
1200 px x 627 px
SHLA Winter Summit
Social Media Toolkit:
November 29, 2021- January 11, 2022

INSTAGRAM

Instagram Best Practices:
• To tag SWE and other Instagram pages, type the “@” symbol before the username
• When posting a link on Instagram, please do not post link in the post. Paste the link in your bio for people to click on.
• Make sure all 3 letters from the word “SWEtalk” are capitalized.

Instagram Content:

Post for Session 6 on 11/29:
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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