

Included in this toolkit, you will find social media posts you can use on your own social media handles to promote content about our SWENext awards programs. We encourage you to copy and paste these posts and engage with us on social media! #SWENextAwards2022 #BeThatEngineer

LINKS TO SWENEXT'S SOCIAL MEDIA HANDLES

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

- **Facebook:** @SWENext
- **Twitter:** @SWENext
- **Instagram:** @SWENext

TWITTER

TWITTER BEST PRACTICES:

- To tag SWENext 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 4 letters from the word "SWENext" are capitalized.
- Try to use these two hashtags when possible: #SWENextAwards2022 #BeThatEngineer
- Your content must be 280 characters or less. This includes a URL and hashtags.

FACEBOOK

FACEBOOK BEST PRACTICES:

- To tag SWENext 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 4 letters from the word "SWENext" are capitalized.
- Try to use these two hashtags when possible: #SWENextAwards2022 #BeThatEngineer

INSTAGRAM

- To tag SWENext 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 4 letters from the word "SWENext" are capitalized.
- Try to use these two hashtags when possible: #SWENextAwards2022 #BeThatEngineer

SWENEXT AWARDS TOOLKIT



FACEBOOK CONTENT

SWENext awards season is here! Each year, @SWENext challenges girls across America to tell us how they would tackle real-world issues facing the planet. Tell us how your local actions have a global impact and apply for our SWENext Global Innovator Award, Community Award, Clubs Inspiration Award, and/or Clubs Best Practice Award. Don't know which to apply for, see if you qualify for all four!

You must apply by March 31, 2022 at 11:59PM CST.

<https://swe.org/k-12-outreach/swenext-awards/>

#SWENextAwards2022 #BeThatEngineer

INSTAGRAM CONTENT

SWENext awards season is here! Each year, @SWENext challenges girls across America to tell us how they would tackle real-world issues facing the planet. Tell us how your local actions have a global impact and apply for our SWENext Global Innovator Award, Community Award, Clubs Inspiration Award, and/or Clubs Best Practice Award. Don't know which to apply for, see if you qualify for all four!

You must apply by March 31, 2022 at 11:59PM CST. Click the link in our bio to learn more about each SWENext Award!

#SWENextAwards2022 #BeThatEngineer

Link in bio:

<https://swe.org/k-12-outreach/swenext-awards/>

TWITTER CONTENT

Awards season is here! Each year, @SWENext challenges girls across America to tell us how they would tackle real-world issues facing the planet. Apply for 1 and/or all of our SWENext awards (if eligible)! Apply by 3/31/22 @ 11:59PM CST. <https://bit.ly/3GIVdBS>

#SWENextAwards2022

