



SWE NEXT

#SWENext Social Media Toolkit

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

Our Hashtags & Handles

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

If you tag SWENext we can like/share/repost to help boost your visibility.

Facebook: <https://www.facebook.com/SWENext>

Twitter: <https://twitter.com/SWENext>

Instagram: <https://www.instagram.com/SWENext>

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.

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.



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Instagram

Instagram Best Practices:

- To tag SWENext and other Instagram 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.

Examples

Social media posts are most effective when personalized. Check out the below sample posts for some inspiration that you can build off of.

Facebook Post: Make sure to sign up for @SWENext, where confidence is grown and leadership skills are developed. Join free TODAY!: bit.ly/3NYXt6M #SWENext #BeThatEngineer

Instagram Post: Change the world with @SWENext! Gain knowledge and skills to succeed in a STEM career! bit.ly/3NYXt6M #SWENext #BeThatEngineer

Twitter Post: Are you interested in engineering? If so, @SWENext is the right place for you! Join SWENext and become part of the SWE engineering and technology community to learn how you can pursue a future in engineering. Sign up FREE today!: bit.ly/3NYXt6M #SWENext #BeThatEngineer

Don't forget to link to swenext.swe.org so other people can learn more about the SWENext and how they can get involved!



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Shareable Graphics

Adding a picture or graphic to your social media post always boosts engagement. Check out these downloadable graphics that are ready for you to use depending on your involvement with SWENext.

