



Social Media Style Guide

Society of Women Engineers (SWE)

Intro

This document provides the necessary guidelines to ensure a strong, professional and consistent brand image as it displays on social media across the globe for the Society of Women Engineers (SWE).

These guidelines cover the entirety of the SWE brand on social media including the guidelines for content as it relates to profiles and postings, best practices and uses for hashtags. Direction for social interaction via internal SWE relations is also included.

Proper Use of Social Media Platforms



Facebook **SWE uses Facebook to tell our story.** It's an all-encompassing platform to draw attention to all aspects of our organization. It's to share interactive photos, note yearly milestones and heavily promote campaigns and organization initiatives. SWE uses this vehicle as our main social media platform.



Twitter **SWE uses Twitter for interaction, relationship building and development, to engage and create conversations.** Twitter funnels any and all social activity. It's a place to share photographs and graphics as they pertain to concepts. This vehicle is the social platform we use to make a splash as an organization and with member-to-member conversation.



Instagram **SWE uses Instagram as our creative social platform.** We use it to drive concepts, campaigns and initiatives in the most visual way possible. It's straightforward in terms of content capture as well as understanding. We use this platform at a very high-level to start and capture conversations.



LinkedIn **SWE uses LinkedIn for professional oriented connections.** This platform is similar to Facebook in functional regard. We use this platform to tell our story as it specifically pertains to our work. It's a great vehicle for developing and solidifying professional relationships. LinkedIn is also a great platform to host ongoing discussions via the 'groups' option, as well as push out strictly organization-related content to the audience.



Pinterest **SWE uses Pinterest to create and organize.** Pinterest is also great to provide and gather content as it relates to the usefulness and functionality of the organization's life.



Snapchat **SWE uses snapchat to quickly communicate and harbor direct person-to-person interaction.** It's a vehicle for back and forth conversations, as well as telling a very literal video- or picture-captured story of the organization's lifestyle. It's the proper vehicle to host giveaways and scavenger hunts, and to engage with a much younger audience.

This Social Media Style Guide will focus on the Society's four most utilized social channels:
Facebook, Twitter, LinkedIn and Instagram.

Overall Best Practice Notes

Structure vs. Abstract

Social media is both structured and abstract – it's new media marketing's biggest juxtaposition. When it comes to social media, it's important to keep in mind a best practice structure, however, it's also important to let creativity flow.

Quality vs. Quantity

It's important to always remember social media is quality verses quantity. It's better to have one solid post – in terms of concept, content and direct messaging as it pertains to your group – than to have five posts a week that don't clearly communicate anything. Use this posting frequency as a guide; your own experiences may require less or more.

Follow the Leader

Not sure where to pull relevant content? Concerned that you aren't developing and utilizing hashtags properly? Follow your HQ leader. In our case, it's @SWEtalk on Twitter and Instagram along with facebook.com/SWEorg and LinkedIn by searching "Society of Women Engineers." Take note of what HQ is doing in terms that include but are not limited to: brand voice, concept themes, mission statements and alignment, hashtags, section interaction, overall organization interaction to partners and CPC members, tagging, general interaction, blog posts, industry highlights and best posting times. Make sure to take note of how HQ comments, retweets and shares across all active platforms, and follow suit.

Here's the Secret

Social media is meant to be fun and creative. As it stands now – social media has become the 'free' form of marketing. It's important that everyone else take the pressure off and enjoy it for what it was originally designed to be – open, immediate, flexible and engaging. The harder you try to 'get it right,' the farther off base you'll get.

QUICKTIP!



Social media is meant to be the mirror of your section's, region's, MAL's or affiliate's life, as it displays on the internet.

Profiles

To ensure solid branding on social media, it's important to have all profile pictures, banner images and profile descriptions/messaging consistent across active platforms.

Branding Checklist:

- ① Profile Picture
- ② Banner Image
- ③ Profile Description



QUICKTIP!



Download Instasize. It's a formatting application. Send the logo to yourself via email, upload it into the app, and without having to monkey around with any settings, it will automatically resize to a proper square. This new logo in the proper square will fit perfectly as a profile picture across all social platforms.

Look for this icon!

Proper Uses of Content, Graphics and Photographs

Profile Photographs



- Profile image should be an image that represents your SWE section, region, affiliate and MAL as a whole.
- We encourage the banner image to include your SWE section, region, affiliate and MAL.

General Graphics



- Periodically, SWE HQ may provide your section/region with graphics. Those are free to use.
- When developing graphics for your section, the images must include:
 - o SWE section, region, affiliate and MAL logo.
 - o Proper social media sizing **to follow**.

Sizing (In Pixels)

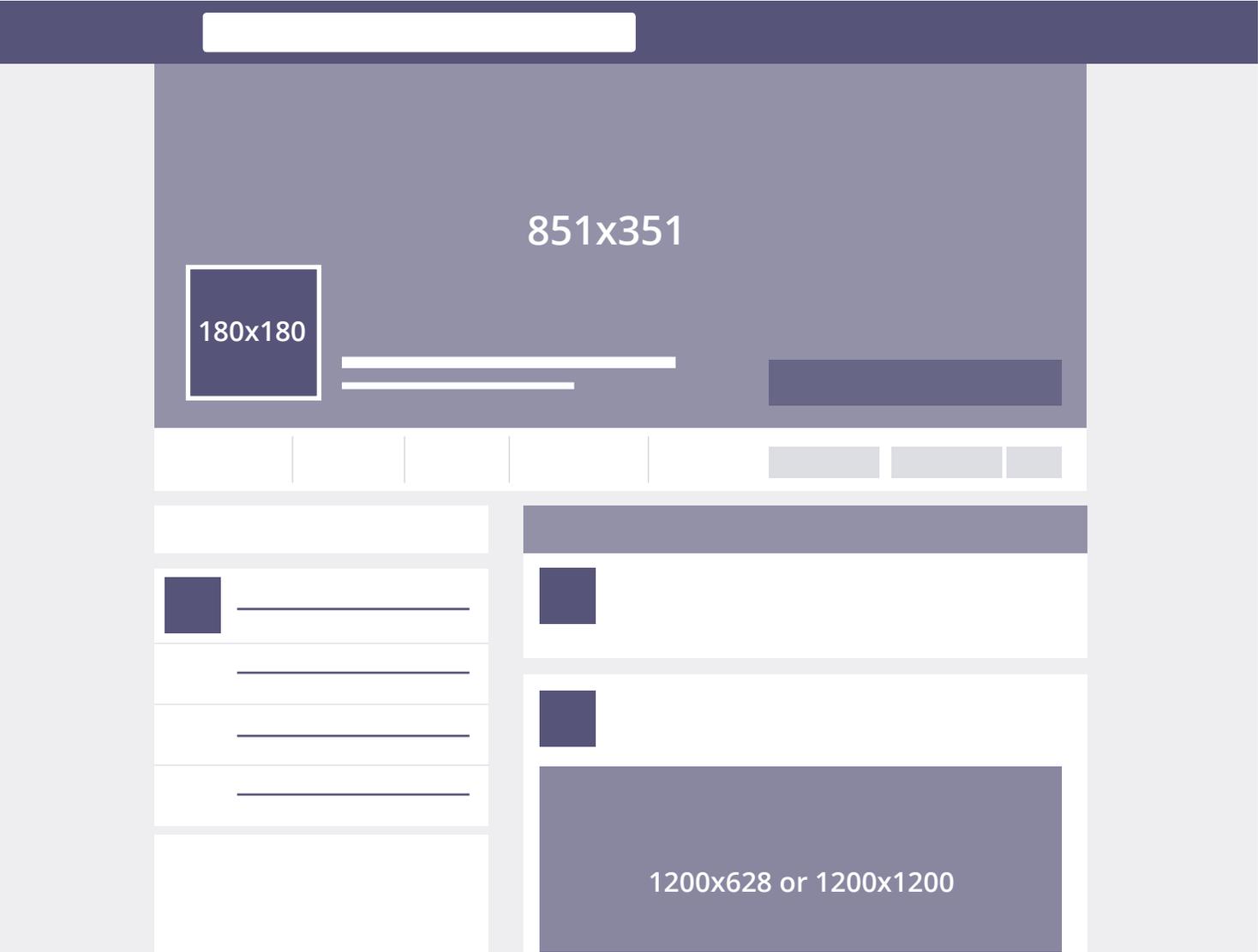


Facebook

Profile image: 180x180

Cover image: 851x315

In-stream photo: 1200x1200 OR 1200x628



Sizing (In Pixels)

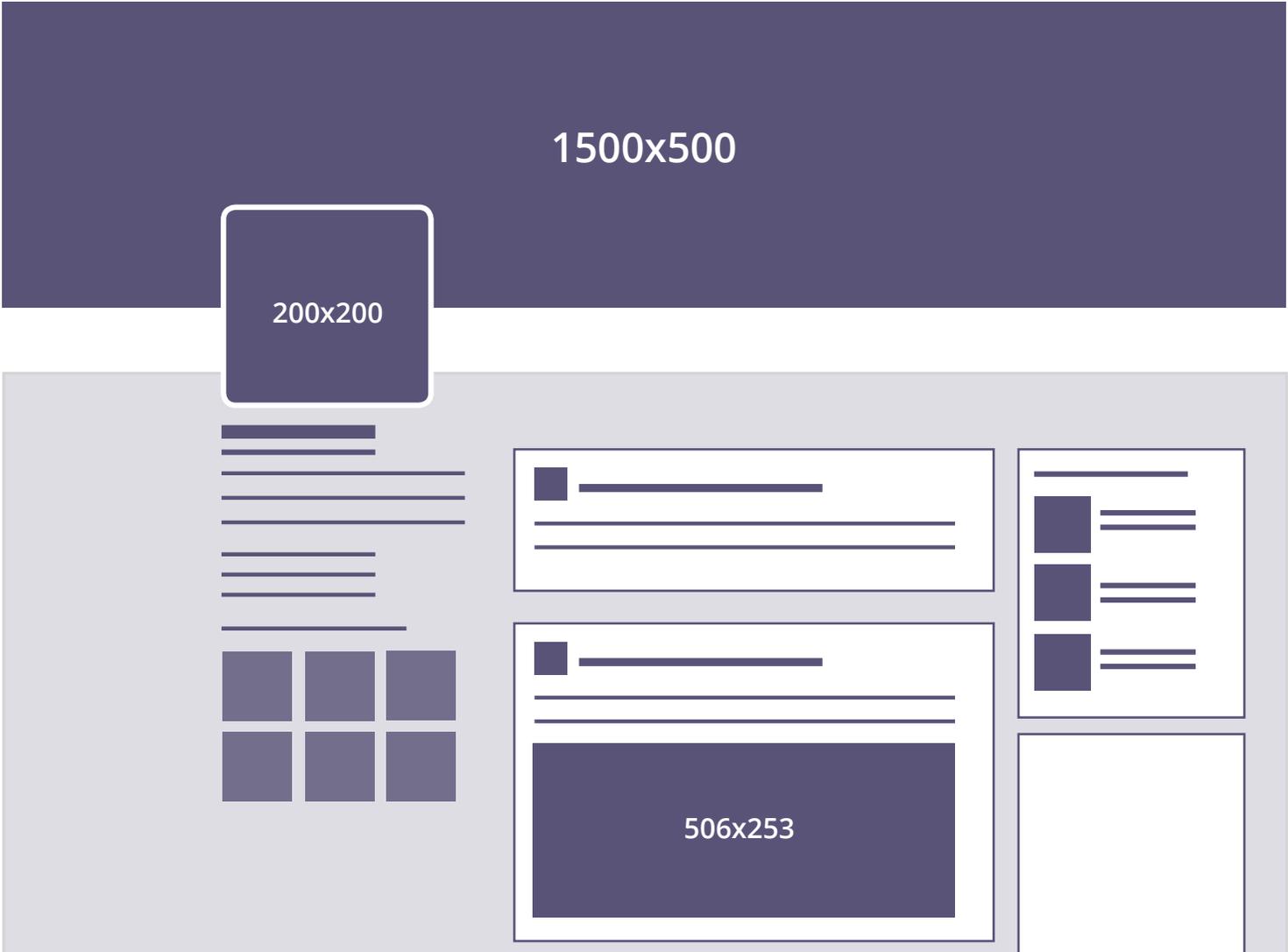


Twitter

Profile image: 200x200

Banner image: 1500x500

In-stream photo: 506x253

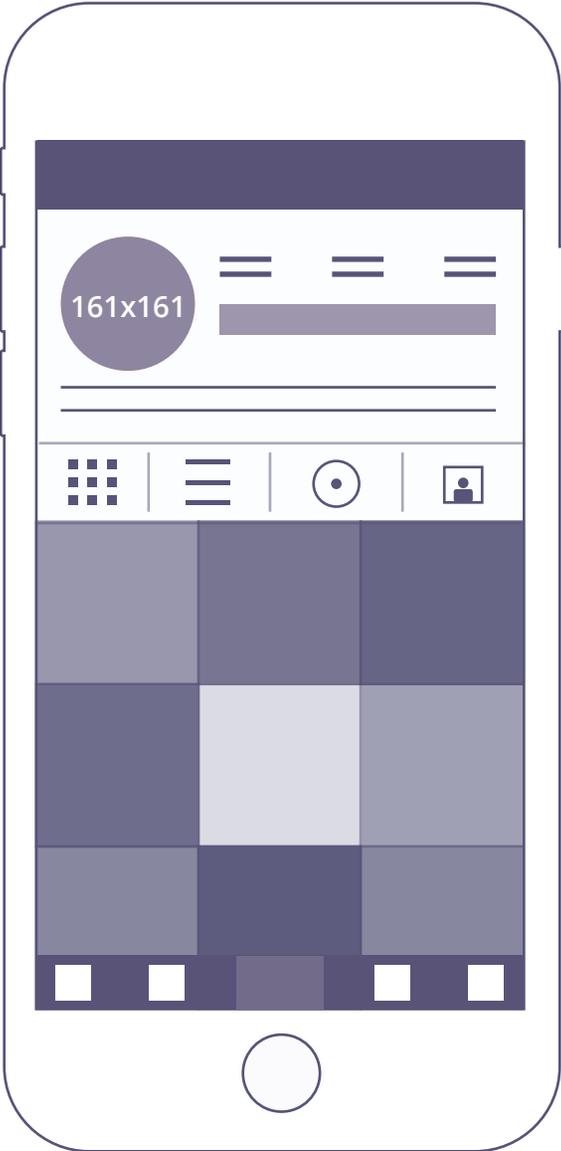


Sizing (In Pixels)



Instagram

Profile image: 161x161



Sizing (In Pixels)



LinkedIn - Company Page

Company page profile image: 110x110

Company page banner: 646x220



Sizing (In Pixels)



LinkedIn - Group Page

Group Profile Picture: 92x46



Facebook

Let's recap:

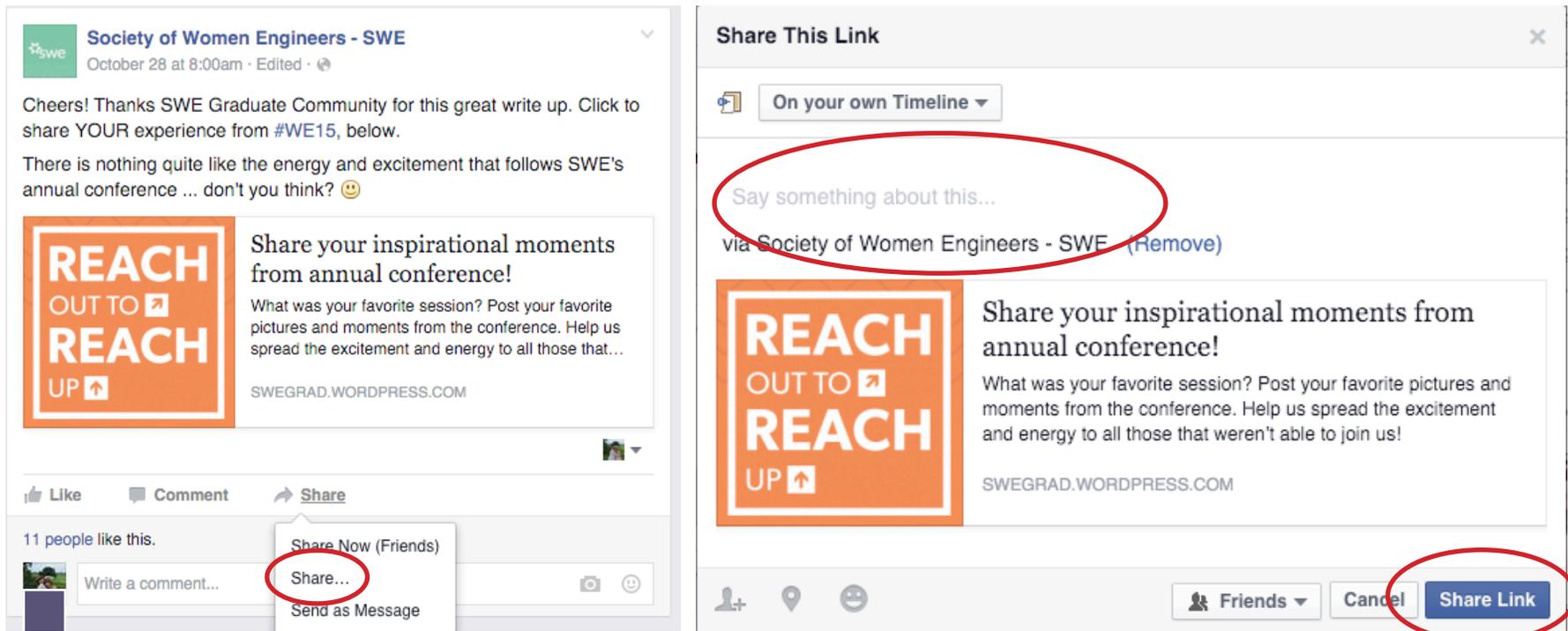
We use Facebook to tell our story. It's an all-encompassing platform to draw attention to all aspects of our organization. It's to share interactive photos, note yearly milestones and heavily promote campaigns and organization initiatives. We use this vehicle as the main driver social media platform.

The difference between Sharing, Liking and Commenting on Facebook...

 **Sharing** gets five gold stars when it comes to exposure. Not only are you drawing attention to the messaging, you are sharing exact content with your own personal audience.

But wait ... don't hit that 'Share' button too fast, though! It's crucial that instead of just hitting 'Share' and *going directly* to post, we incorporate our own, personal message as it matches the content of the share. Instead of people having to figure out exactly what their looking at in a newsfeed, the communication is more cohesive and easy to understand when you add your own thoughts. Where it says "Say something about this..." say something about this ...!

Here's a visual:



The image displays two screenshots from Facebook illustrating the sharing process.

The left screenshot shows a post from "Society of Women Engineers - SWE" dated October 28 at 8:00am. The post text reads: "Cheers! Thanks SWE Graduate Community for this great write up. Click to share YOUR experience from #WE15, below. There is nothing quite like the energy and excitement that follows SWE's annual conference ... don't you think? 😊". Below the text is a promotional graphic for "REACH OUT TO REACH UP" with the URL "SWEGRAD.WORDPRESS.COM". At the bottom, the "Share" button is circled in red, and a dropdown menu is visible with "Share..." also circled in red.

The right screenshot shows the "Share This Link" dialog box. The text "Say something about this..." is circled in red. Below it, the text "via Society of Women Engineers - SWE (Remove)" is visible. The promotional graphic from the left screenshot is also present. At the bottom right, the "Share Link" button is circled in red.



Liking is also a great tool to drum up awareness. Just by 'liking' a post on Facebook, it shows your friends that you've 'liked' this post, and they will see it in their news feeds.



Commenting is another great tool to get eyes on your posts. If you're Commenting, this will also show up in your friends' news feeds. But, the difference between Commenting and 'Liking?' They're actually able to see the conversation being had ... which is great for understanding and increasing the conversation.



Let's recap:

SWE uses Twitter for interaction, relationship building and development, to engage and create conversations. Twitter funnels any and all social activity. It's a place to share photographs and graphics as they pertain to concepts. This vehicle is the social platform we use to make a splash as an organization and with member-to-member conversation.

The difference between Favoriting, Retweeting and Replying on Twitter...

 **Liking** on Twitter holds the same functionality as 'liking' on Facebook. By liking a post on Twitter, you show your followers that you've liked this post, and your mutual followers will see it in their news feeds.

 **Retweeting** is similar to 'sharing' on Facebook, and earns five gold stars in terms of maximized exposure. Not only are you drawing attention to the messaging, you are sharing the exact content with your own personal audience.

Let's sidestep:

 **Quote Tweeting** is similar to hitting that 'share' button on Facebook. Quote tweeting provides the opportunity to add personal insight to the post. By choosing to quote tweet, you are driving the most reach to your audience, versus 'liking' or 'retweeting'.

 **Replying** this option is the most basic and quickest way to engage in back-and-forth conversation.

QUICKTIP!



Make sure you're striking a balance between these Twitter choices. If you've 'retweeted' four times today maybe take a step back, throw in a few more 'likes' and call it a day!

It's important that all regions, sections, affiliates and MALs, HQ and the BOD to follow one another...

Since Twitter is SWE's high-volume social media platform, constant interaction with all accounts related to our overarching brand is key. This approach lets Twitter and the world know we are here, we stand united and we are going to make a BIG splash. Actively engaging with one another via our various Twitter accounts covers this objective.

Here's a Twitter homework assignment: *Follow SWE's FY16 Board of Directors*

@JonnaGerken
@s_loete
@SWECollegiate
@plwirsing

@meperkinson
@swecindy
@HeatherADoty
@anca_eisele

@SWE_President
@amyjobo
@jessica_rannow

Leveraging Your Personal Accounts With Your Section, Region, Affiliate and MAL Accounts on Social Media

Getting your section, region, affiliate and MAL content seen:

- Leveraging your personal social media account can be key to expanding your region/section/MALs reach.
- Contribute to conversation by searching relevant hashtags, liking, retweeting, commenting and sharing.

Why is leveraging your region, section, affiliate and MAL information on your personal social accounts so valuable?

Well, for one thing, it shows your personal friends and followers what a proud and successful group of women you support just by 'liking' a post. It also widens exposure, expands our audience and gets the word out there with a greater impact.

By interacting from your personal social page(s), you digitally associate your person with the brand. By sharing, commenting, liking or retweeting (for example), you're drawing awareness and attention to the content, particularly when you add your own take on things.

Proper Reference to Leadership and HQ

On social media, it's important to remember that it's meant to be fun and casual, but also different occasions call for formal or informal etiquette. It's quite simple – based on the experience you plan to be posting about on social media. The context needs to match overall tone.

Questions to ask yourself:



1. Is this event/happening more professional or casual?
2. What platform am I posting on? Does it air on the side of professional (LinkedIn) or casual (Instagram)?
3. Will the way I address this person matter, in terms of clarity, to a user who isn't SWE-savvy?

Proper Reference to Leadership and HQ

Best practice:

For example:

1. @SWE_President
 - a. Use handle @SWE_President
 - b. When you can, hashtag their fiscal year. **For example: #FY16 @SWE_President Colleen Layman.**
 - c. As another option, use their name in addition to their handle.
For example: @SWE_President, Colleen Layman.
2. @SWEtalk
 - a. Tag SWE in relevant content
 - b. When appropriate, refer to @SWEtalk as SWE HQ, **for example: Had a blast today at SWE HQ @SWEtalk.**
3. All other personal BOD social accounts
 - a. When you can, use their titles. **For example: @plwirsing, Director of Emerging Initiatives**
4. Influencer Profiles (ie: SWE Bee)
 - a. Clarify to your audience which influencer belongs where, **for example: @SWEbee from Region B**

Where do I find content?

Here are some things we do at HQ:

1. The Internet for sure! A simple Google search about “women in engineering” can definitely do the trick!
2. Following along with other SWE sections, regions, affiliates and MALs.
3. Following SWE HQ and sharing our content.
4. Post day-to-day activities.
5. Post about events.
6. Post about SWE-relevant happenings at your SWE section, region, affiliate and MAL as a whole or a specific member.
7. Post about initiatives.
8. Post about campus activities.
9. Post on special days throughout the year. For example: Women’s Equality Day, Engineers Week.
10. Post about women engineers.
11. Share articles from high-traffic news sites and blogs about women engineers and women in STEM.
12. Share any content that will help inspire young girls/women to become engineers or stay an engineer.

Here are some things we don’t do at HQ:

1. Don’t force yourself to post, let it flow. If there’s no content to post for the day - don’t bend over backwards to find something relevant, wait for organic content - that’s what satisfies your audience.
2. **Don’t forget to be authentic.** In a world full of marketing ads, be the difference. Don’t ‘sell’ to your audience, talk to them like they’re your friends. The selling will come naturally.
3. **Don’t forget to have fun!** 😊 That’s what social media was designed for - fun! Content does better when there is less pressure.

Hashtags

Use

Hashtags were initially developed with one objective in mind: to categorize social memes and campaigns. While originally used purely for utility, now they are used in all sorts of creative ways. They draw attention to a particular word within copy and can add a comical or emotional twist to a post.

Functionality

At SWE we focus on functionality. We use hashtags to categorize social memes and campaigns, as well as to categorize internal structures such as SWE sections, regions, affiliates and MALs.

Development

How does a hashtag get developed?

The best recommendation for developing any sort of hashtag requires these two thoughts:

- **Question 1** - Will I use this hashtag again? If the answer is “yes” – go for it.
- **Question 2** - Is that hashtag used by more than five other groups out there in the Social Sphere?
If the answer is “yes”, pick a different hashtag, because the goal is have the content that is associated with said social post to stand out.

Implementation

The best way to implement a hashtag is to use it and continue using it. Use the hashtags SWE HQ uses. Most hashtags can be developed by following the leader.

Example:

#BeThatEngineer

Further questions? Contact social media at HQ.
e-mail: socialmedia@swe.org

and make sure you're following along ...



[@SWEtalk on Twitter](#)



[@SWEtalk on Instagram](#)



[Facebook.com/SWEtalk](https://www.facebook.com/SWEtalk)



[linkedin.com/company/society-of-women-engineers](https://www.linkedin.com/company/society-of-women-engineers)