



Social Media Guidance



@wes1919



@wesecb1919, @wes1919



@wesecb



Women's Engineering Society

Social Media (Twitter, Instagram, LinkedIn, Facebook) - please post your photos (aim for at least one per day Monday - Friday) from your personal social media accounts and your company's account.

Please include #WESLottieTour in your posts. You can also tag WES in posts:

- Twitter: @wesecb1919, @wes1919
- Instagram: @wesecb
- Facebook: @wes1919
- LinkedIn: Women's Engineering Society

If you have space in your post you can also include @Lottie_dolls, #EngineeringForAll, #ImagineTheFuture and @tomorrows_eng

Some suggested posts:

We have loved having Lottie visit us this week as part of the #weslottietour. She's been helping us out at work and loved learning all about us. @wes1919

Lottie has showing us all her skills in the engineering department this week. We are so pleased she was with us #weslottietour Join us all week as Lottie shows us what she's learnt @we1919 @wesecb #imaginethefuture #engineeringforall

*Our staff have loved having Lottie with us as she tours round the country #weslottietour Today she has been visiting our ** department and learning what a ** does. #engineeringforall @wes1919 @wesecb1919*

Video Content



Women's Engineering Society

TikTok/YouTube/video content - When compared with other social media, it has been found that primary age students use YouTube the most, and are most engaged by video content. For this reason we're keen to have more #WESLottieTour video content.

Here's a few ideas of how you could do this, which can also be shared on social media:

- Create a video slideshow of all of your pictures, perhaps with text or a voice over explaining the photos
- Create a short video where you introduce yourself with Lottie and show an area of your work
- Video Lottie next to a moving piece of equipment and explain what the equipment is doing