

# Marketing & Branding Strategy

Society of Women  
Engineers

Rocky Mountain Section



Society of Women Engineers

*Rocky Mountain*

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## **Introduction**

This document provides the necessary guidelines to ensure a strong, professional, and consistent marketing and branding strategy for the Society of Women Engineers (SWE) Rocky Mountain Section (RMS).

## **SWE RMS Mission, Vision & Values**

SWE RMS adopts the mission, vision, and values of the society level of SWE.

### **SWE RMS Mission:**

- Empower women to achieve their full potential in careers as engineers and leaders; expand the image of the engineering and technology professions as a positive force in improving the quality of life, and demonstrate the value of diversity and inclusion.

### **SWE RMS Vision:**

- A world with gender parity and equality in engineering and technology.

### **SWE RMS Core Values:**

- Integrity  
We aspire to the highest level of ethical behavior as evidenced by honesty and dignity within our personal and professional relationships and responsibilities.
- Inclusive Environment  
We embrace diversity in its broadest interpretation and commit to creating an inclusive environment for all our members and stakeholders. We value the contributions of a diverse membership, which enables SWE to achieve its full potential.
- Mutual Support  
We provide an organization that fosters mentoring and the development of professional and personal networks.
- Professional Excellence  
We professionally conduct our activities, demonstrating and demanding the highest standards of business practices.
- Trust  
We share a common definition of success with open, transparent access to information, building mutual respect and confidence in the abilities of those with whom we lead, serve, and partner.

### **SWE RMS Objectives:**

- Professional excellence – SWE will develop women engineers at all stages of their personal and professional lives.
- Globalization – SWE will be recognized as a global, inclusive organization that promotes diversity and inclusion and serves women engineers wherever they are.
- Advocacy – SWE will advocate for the inclusion and success of women, both present and prospective, in engineering and technology.
- SWE will champion diversity in the engineering and technology professions and promote an inclusive environment.

### SWE Vivid Descriptions:

- SWE will raise awareness of the transformative work engineers engage in, provide solutions to problems, and improve the quality of life.
- SWE will be a prime facilitator for creating personal relationships, support systems, and networking between women in engineering and technology. SWE's global network of professional and collegiate members can share best practices and new technologies and bring awareness to issues that affect women and the engineering profession.
- SWE members will show females of all ages that engineers work to solve real-world problems and improve the quality of life. By demonstrating the impact that engineering can have on lives around the globe, engineering will be seen as a top choice of education and an attractive profession for women.
- SWE will be recognized for building leadership skills, providing leadership experience, and creating opportunities for exposure to top industrial and educational leaders for both collegiate and professional members. The engineering profession will routinely value SWE to provide influential leaders and contributors, and women will be recognized for their contributions to their schools and workplaces.
- SWE will be a driving force for promoting a diverse workforce and inclusion of all, not limited to engineers. SWE will actively work to create a community where the profession welcomes and respects individual, personal, and career choices among all cultures.

### SWE RMS Key Issues:

- Leadership - Provide opportunities for members to develop leadership and management skills to enable them to achieve their maximum potential and further their ability to attain increasingly important positions of responsibility
- Education - Provide programs to encourage girls and women to enter engineer and encourage members to attain high levels of achievement in their fields
- Visibility - Increase visibility of SWE and its programs to members, the technical community, and the general public
- Diversity - Develop programs to encourage and sustain increase participation in the fields of science and engineering reflective of our diverse population
- Resources - Increase the Society's resources for the purpose of supporting high quality programs and services to meet its goals

## Marketing Objectives

Objective #1: Maintain engagement on all social media platforms by consistently posting content, sharing/liking relevant posts to the channels, and replying to members. A minimum of one post per week shared across each platform should be the goal to maintain engagement.

Objective #2: Create consistent content that matches the SWE RMS and SWE society mission and values that attracts new followers to the platforms. Increase followers on LinkedIn Business page by 5% for each fiscal year.

Objective #3: Conduct a minimum of two special campaigns per year to promote SWE RMS events.

Objective #4: Update the SWE RMS website with refreshed content no less than 2 times per month.

Objective #5: Create a minimum of one blog post per month.

## **Marketing Strategy**

Content must be approved by the Marketing Chair, Vice President, or President before being posted by official SWE RMS social media accounts (company pages and any posts by SWE RMS).

Requests for content must be submitted via [Slack](#) and include a description of the content to be posted, relevant dates/times for events, suggested dates to post, pictures to include in graphics (if necessary), and any other pertinent information.

Company pages will include content that is geared towards general RMS announcements and upcoming events. SWE RMS groups will include member driven content that focuses on engagement.

Company pages are the [Facebook Page](#), [LinkedIn Page](#), [Instagram](#), [Email Newsletters](#), and [SWE RMS website](#).

SWE RMS Groups are the [blog](#), [Facebook Group](#), [LinkedIn Group](#), and [Twitter](#).

Content that will be posted to social media and newsletters includes information about upcoming section events, special campaigns for larger scale events, professional development/enrichment, networking opportunities, general SWE RMS information, and other content that will maximize engagement.

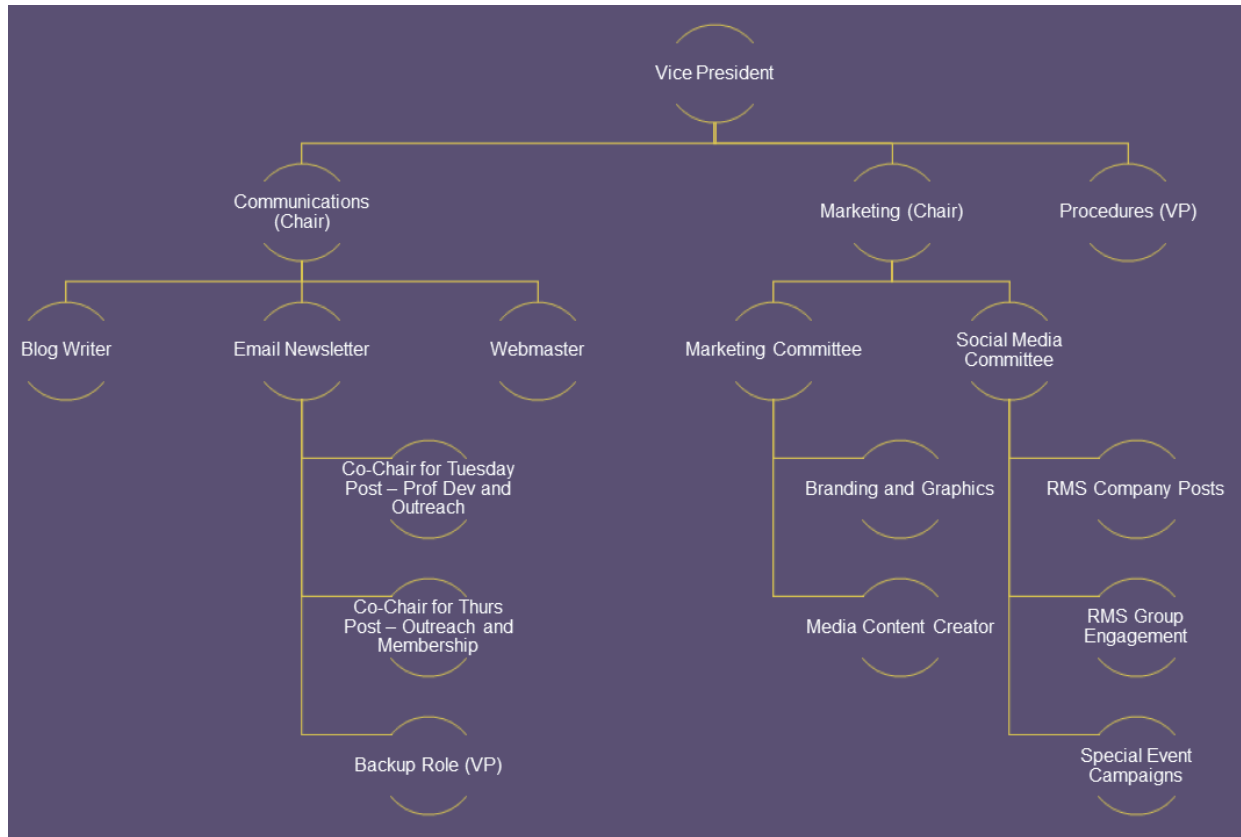
Content that will be posted to the blog will highlight specific topics that align with SWE RMS' mission and relay knowledge about such topics to members. The blog will also serve as a medium to post historical information on the website (i.e. announcing the essay contest winners in a given year).

SWE RMS Website will stay up to date with current leadership information and offer more details about upcoming events within the section. Event planning committees may develop event subpages to share detailed information about larger format events.

SWE RMS social media accounts will share content across platforms and accounts. SWE RMS will be active in collaboration with Collegiate sections and engage in relevant content for early professionals and collegiate members.

Members in a role outlined in the SWE-RMS Committee Procedures Document shall adhere to the responsibilities outlined.

## Marketing Organization Chart



Roles and responsibilities are described in the Procedures document.

### Social Media Guidelines

Social Media guidelines fall in line with the society's social media policy. The Social Media Policy is available at <https://swe.org/about-swe/governance/committees/imab/>.

As with all SWE RMS programs and events, the activity on social platforms should reflect the Core Values of SWE, which are highlighted in the beginning of this document. This policy covers anything mentioning SWE RMS and SWE on social media such as Facebook, Instagram, Twitter, LinkedIn, Blogs, You Tube, Website, etc.

This policy is meant to cover any activity on social media associated with SWE RMS and SWE. SWE RMS Members are expected to follow this policy when posting in a SWE RMS sanctioned space. SWE RMS EC and Committees, are expected to adhere to this policy in any social media space, when they are identifiable as SWE RMS leaders.

**Integrity:** We aspire to the highest level of ethical behavior as evidenced by honesty and dignity in our personal and professional relationships and responsibilities.

- Please make sure that you are posting appropriate content that represents SWE RMS in the most appropriate way.

- Nothing which is illegal where SWE is headquartered (Chicago, Illinois, United States) may be promoted or advertised. Something legal in your state or country may be illegal in another area. When in doubt, check with SWE HQ.

**Inclusive Environment:** We embrace diversity in its broadest interpretation and commit to creating an inclusive environment for all our members and stakeholders. We value the contributions of a diverse membership, which enables SWE RMS to achieve its full potential.

- SWE RMS is a diverse and inclusive Global organization and encourages members to create a safe and welcoming environment for all. This means accepting different backgrounds and points of views in a respectful environment.
- SWE RMS does not discriminate. Any language or images which are discriminatory of any kind based on race, color, sex, language, religion, political or other opinion, national or social origin, property, birth, or other status such as disability, age, marital and family status, sexual orientation and gender identity, health status, place of residence, economic and social situation in accordance with the USA Anti-Discrimination and Anti-Harassment laws are not to be used in a SWE RMS associated platform. Forms of harassment include written, images, video, emojis, etc.
- When participating in SWE RMS branded social media groups, please refrain from personal attacks and arguments.

**Mutual Support:** We provide an organization that fosters mentoring and the development of professional and personal networks

- SWE's "Policy Against Harassment" document applies to all SWE RMS social media interactions. This is a zero-tolerance policy that shall be followed by all members.
- When posting on social media, consider the content to ensure it is professional and applicable to both the social media platform and to SWE RMS. Keep content applicable to the audience, no spam.
- Do not use SWE RMS social media spaces to promote non-SWE business offerings, non-SWE recruiting events, or for any non-SWE related fundraising.

**Professional Excellence:** We conduct our activities in a professional manner, demonstrating and demanding the highest standards of business practices.

- Please use appropriate language - no profanity in all social media interactions representing SWE RMS.
- It is important to not share personal information for both yourself and others on social media platforms. This includes government identification numbers, bank and credit card information, addresses, phone numbers, etc. Although social media pages may be considered "closed" or "private", they still are in a public domain so they may be included in posts when authorization has been given by the owner of the account(s).

**Trust:** We share a common definition of success with open, transparent access to common information, building mutual respect and confidence in the competence of those with whom we lead, serve and partner with.

- Appropriate actions should be taken by moderators such as removing posts and blocking users as appropriate if these policies are not followed.
- SWE RMS members who participate as social media owners and group moderators for SWE RMS branded accounts are charged with up-holding these values and policies daily. SWE RMS EC and Committee chairs, as well as SWE HQ staff, is available for support in controlling and communicating with difficult users but assumes primary enforcement rest with the members of the social group.

## Branding Guidelines

All branding must be in line with SWE HQ's branding guidelines set forth [here](#). All members responsible for creating graphics must familiarize themselves with the SWE HQ guidelines.

When using the official SWE Gear or logo, it must be in line with SWE HQ guidelines *only*.

When creating graphics for SWE RMS that do not include the official SWE logo, the following guidelines must be adhered to for all SWE RMS social media accounts, website, newsletters, and blog posts.

To assist members in engaging with content that is relevant to them, SWE RMS is deploying a specific color scheme to identify events and content that falls into a specific category.

The following master color scheme should be incorporated into graphics whenever possible:



**SWE PURPLE**

PMS: 5275 C

CMYK: 71/71/31/13

RGB: 90/83/119

Hex Code: #5A5377



**SWE GOLD**

PMS: 458C

CMYK: 16/17/81/0

RGB: 219/197/84

Hex Code: #DBC554



**SWE GRAY**

PMS: Cool Gray 6 C

CMYK: 35/29/28/0

RGB: 169/169/169

Hex Code: #A9A8A9

Graphics for social media, blog posts, and the website will have consistent templates to make these categories easily identifiable.

All events that fall under the **professional development/enrichment** umbrella will have the following color at the forefront of the graphics:



**SWE TEAL**

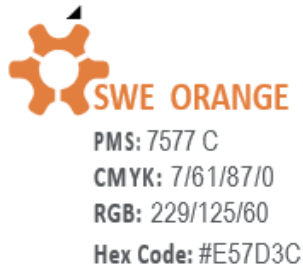
PMS: 7709 C

CMYK: 60/13/25/0

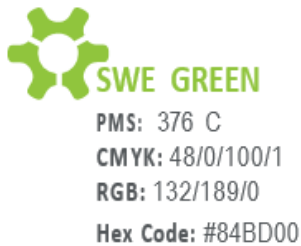
RGB: 99/176/187

Hex Code: #63B0BB

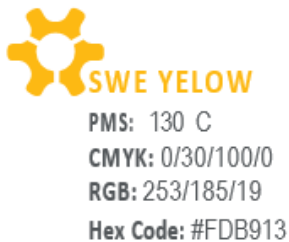
All content that falls under the **collegiate outreach** umbrella will have the following color at the forefront of the graphics:



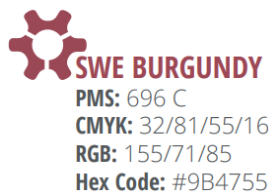
All content that falls under the **K-12 outreach** umbrella will have the following color at the forefront of the graphics:



All content that falls under SWE RMS club **membership, engagement, and volunteer** umbrella (examples include get to know SWE RMS EC/members posts, open leadership roles, surveys, etc.) will have the following color at the forefront of the graphics:



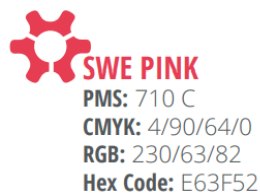
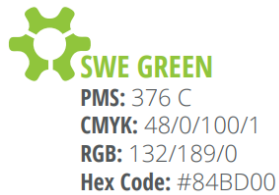
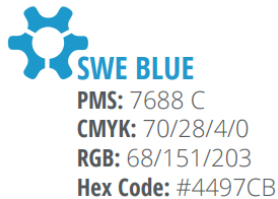
All content that falls under the general **Communication** umbrella (Blog, Calendar, etc) will have the following color at the forefront of the graphics:



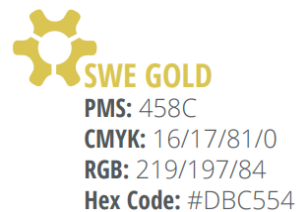
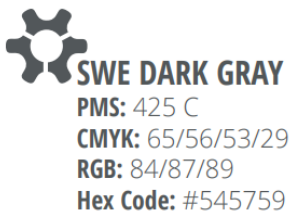
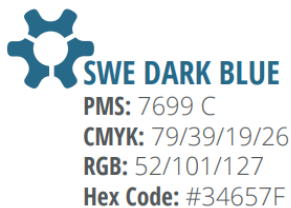
**Special events or programs** with customized colors (following SWE branding colors) developed for the specific event or program will have those colors at the forefront of the graphics. Brand

extensions, such as SWENext or Invent it, Build it will follow those color palettes per SWE branding.

**GESTEM** brand color palette uses the colors SWE Blue and SWE Green (outreach) as the primary colors and SWE Pink as a secondary/accent color.



**Spring Summit** brand color palette uses the colors SWE Dark Blue, SWE Dark Gray, and SWE Gold as the primary colors.



Typography is dependent on the amount of information in a graphic, color scheme, and layout of graphic. Wherever possible, the SWE RMS typography should be utilized. However, the most important characteristic of a graphic is that it can be easily read on all platforms. This takes precedence over using the official typography, and in situations where the readability is compromised, a new font may be selected.

The following typography has been selected as the officially SWE RMS typography:

**Primary Fonts:**

Open Sans Font Family

Open Sans Condensed Family

Alternative Fonts to add visual interest:

Merriweather

*Caveat*

Secondary:

Arial Regular - when Open Sans is unavailable

As always, when in doubt, email SWE HQ to confirm if graphics are in line with the SWE HQ branding guidelines.

## **Marketing Budget**

A yearly budget for marketing should be reviewed and set at the beginning of each fiscal year.

The marketing budget can be used for, but not limited to, the following items:

- Facebook Ads/Promotions
- LinkedIn Ads/Promotions
- Instagram Ads/Promotions
- Purchasing graphics from designer
- Hiring graphics designer for large scale events
- Purchasing add-ins for social media platforms or websites
- Subscriptions to social media management tools
- Subscriptions to website or blog management tools
- Website domain
- Mailchimp fees

All transactions must come from the Marketing chair and must be approved by the Vice President or other EC member prior to purchase.

All ads/promotions on social media accounts should be economical. Ads/promotions should not run for longer than 7 days. Should the ad/promotion need to run longer, approval for the additional time must be obtained.

Special event marketing should be reviewed during the beginning stages of planning for the event to determine if the yearly marketing budget will be utilized to promote the event or if a line item needs to be added to the special event's budget to solely be utilized for marketing the event.

Large events, such as GESTEM and Spring Summit, should include marketing funds as part of their overall budget. General marketing expenses will be added to the budget through typical RMS procedures as they are identified.