

A stylized red chair graphic is positioned on the right side of the page. It features a rounded backrest with three vertical slats, a curved seat, and a simple rectangular base with a small notch on the left side.

**Sit With Me**  
SHARING KIT

# SPREADING THE WORD WITH SOCIAL MEDIA

Social media is an excellent way to expand the reach and impact of any Sit With Me event. Take LOTS of pictures and/or videos, and share them on your favorite social media platforms. When doing so, please tag **@sitwithme** and use the hashtag **#SitWithMe** so that official Sit With Me social media channels can re-share and amplify your posts!





## SHARE-WORTHY PHOTO SHOTS

The Sit With Me red chair creates an instant photo opportunity. It only takes a little preparation to ensure that you'll come away with pictures that pop — perfect for publicity, social media, and future promotions.

### TRY THESE TIPS:

- Consider designating someone as a “team photographer” who can take pictures throughout the event.
- Utilize a custom banner as a backdrop to create that “red carpet” vibe. (No backdrop? Position the chair in front of a blank wall, if possible.)
- Invite individuals or small groups to sit in the red chair. Sitting isn't the only option; get creative!
- Provide paper or a whiteboard for people to write their reasons for supporting women in technology.
- Take multiple shots of each person or group to maximize the chances of getting one that's “just right.”



And, don't forget about video! Short clips of individuals sharing “why they sit” can make great social media content. Longer videos might find a home on your organization's website, or form part of a presentation on why diversity in tech is so important.

When your event is over, please send your stories, photos, and videos to [info@sitwithme.org](mailto:info@sitwithme.org) for consideration to share on official Sit With Me social media channels and/or the Events section of [sitwithme.org](http://sitwithme.org).

**Sit With Me** (SWM) is a fun, creative advocacy campaign for men and women, both technical and non-technical, to acknowledge and celebrate the critical need for women's technical contributions. With its iconic red chair, SWM events allow everyone to participate in a meaningful conversation about the power of inclusion, which might otherwise be intimidating.

Sit With Me is powered by the National Center for Women & Information Technology (NCWIT), a non-profit community of more than 1,240 universities, companies, non-profits, and government organizations nationwide working to increase girls' and women's meaningful participation in computing. NCWIT equips change leaders with resources for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers. Find out more at [www.ncwit.org](http://www.ncwit.org).



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