

## Social Media/LinkedIn Guidance: Select Global Women in Tech (SGWIT) Mentors

### Social Media Impact

The **#SelectUSA** and **#SelectUSASummit** hashtags engage thousands of users and successfully amplify SelectUSA and the Investment Summit offerings and programming to millions of people across their various social media feeds.

This guidance will assist you in joining that conversation. It offers draft social media posts and branded messaging to copy and share or edit to fit your specific audience.

Posting about your role as a SGWIT Mentor is **totally optional**, but if you choose to do so, we recommend following these guidelines to help us ensure consistency.

### Style Guide Notes on SelectUSA and the SelectUSA Investment Summit

The following are some style guidelines to keep in mind:

- SelectUSA should always be written as **one word**, as opposed to “Select USA”
- SelectUSA is the program; the Investment Summit is the event.
- When referencing the “Summit”, always refer to it as “the SelectUSA Investment Summit” in the first instance or when adding a date (such as “2024 SelectUSA Investment Summit”), and “the Investment Summit” in subsequent instances.
- It should not be referred to as “the Summit,” “SelectUSA,” or “the SUSA Summit.”

### Social Media Promotion

Accounts:

*Twitter:* @SelectUSA, @CommerceGov, @TradeGov

*LinkedIn:* SelectUSA, U.S. Department of Commerce

*Instagram:* @SelectUSAgov, @Commercegov

*Hashtags:* #SelectUSASummit (primary), #SelectUSA, #SGWIT, #FDI

Make sure to use these essential hashtags and to tag SelectUSA to amplify messages so target audiences can see your messaging.

## Your Role as a Select Global Women in Tech (SGWIT) Mentor

This document will cover two ways you can share your mentor role with your LinkedIn Network:

- Creating a **Post** about your Role as Mentor
- [Adding your Role as Mentor to your Profile](#)

We are also providing several **ready to post** graphics, and a template for graphics which you are free to customize with your own photo and language.

## Creating a Post About Your Role as Mentor

We suggest that posts be short yet effective. We have provided some suggested posts below. You are also welcome to develop your own language.

### Suggested Posts

- Proud to join the 2024 cohort of Select Global Women in Tech as a mentor supporting women entrepreneurs looking to expand their businesses into the United States. #womenintech #SGWIT #SelectUSA #SelectUSASummit
- Looking forward to mentoring for Select Global Women in Tech, working with innovative women entrepreneurs to support their U.S. expansion goals. #womenintech #SGWIT #SelectUSA #SelectUSASummit
- Proud to be joining a supportive community of passionate, devoted mentors and ambitious women entrepreneurs working to expand their business to the United States. #SGWIT #SelectUSA
- Looking forward to providing support and guidance for women entrepreneurs seeking to scale, promote, fundraise, and establish their U.S. presence. #SGWIT #SelectUSA
- The #SGWIT Mentorship Network connects global women in tech to resources needed for success in the U.S. tech market. Looking forward to being part of the 2024 cohort! #SelectUSA
- I am passionate about making a meaningful impact on women entrepreneurs looking to bring their businesses to the United States. Proud to be a mentor for @SelectUSA's Select Global Women in Tech Mentorship Network. #SGWIT #SelectUSA

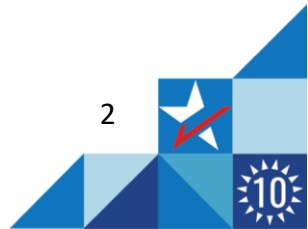
If attending the **2024 SelectUSA Investment Summit**:

- The #SelectUSASummit is the premier event in the United States dedicated to promoting foreign direct investment (FDI). Looking forward to meeting you there!

## Social Media Templates

If you prefer to create your own image, we have developed options for you on the SGWIT Mentor Social Media Toolkit.

- There are two available branding options:



- SGWIT Branding with 2024 SelectUSA Investment Summit Branding
  - SGWIT Branding Only
- Within each set, you'll find the following layouts with both blue and white backgrounds:
  - Pre-filled with "Proud to be a Mentor!"
  - Blank
  - Text placeholder
  - Text and Image placeholder

## Ready to Post Testimonials and Images



## Adding Your Role as Mentor to Your LinkedIn Profile

In June 2024, you can add your role as a SGWIT Mentor to your LinkedIn profile, if desired.

LinkedIn allows users to add “**Volunteer Experience**” to profiles, which is where you should add your mentor role to your profile, if desired. Note: Your SGWIT mentor role **should not** be listed under the “Experience” section with your work history.

### Step-by-Step Guide:

1. Go to your LinkedIn Profile
2. Click “Add profile section”
3. Under the “Additional” profile sections, select “Add volunteer experience”
4. Add the information below:

#### Volunteer Experience

- **Organization:** International Trade Administration
- **Role:** Select Global Women in Tech Mentor – SelectUSA
- **Cause:** Economic Empowerment
- **Start Date:** June 2024
- **Check:** I am currently volunteering in this role

#### Sample Volunteer Description

The Select Global Women in Tech (SGWIT) program aims to promote American competitiveness and technology leadership by attracting talented women leaders in emerging technology sectors to spur economic growth and innovation, as well as to support women’s economic empowerment globally. The program is geared toward international women founders, entrepreneurs, and executives in the tech sector.

In my role as a mentor, I support international women in tech in overcoming the challenges they face in scaling, promoting, fundraising, and establishing their businesses in the United States.

[Share additional personal areas of expertise here if desired]

The image shows a composite of three screenshots from a LinkedIn profile. The top-left screenshot shows a user profile for Beeta Christine Rafiekian with a red arrow pointing to the 'Add profile section' button. The top-right screenshot shows the 'Add to profile' menu with a red arrow pointing to the 'Add volunteer experience' option under the 'Additional' section. The bottom screenshot is a detailed view of the 'Add volunteer experience' form, which includes fields for Organization (International Trade Administration), Role (Select Global Women in Tech Mentor – SelectUSA), Cause (Economic Empowerment), a checked box for 'I am currently volunteering in this role', Start date (June 2024), and a Description box containing the sample text provided in the document. A red arrow points from the sample description text to the Description field in the form.

**Add volunteer experience**

Organization\*  
International Trade Administration

Role\*  
Select Global Women in Tech Mentor – SelectUSA

Cause  
Economic Empowerment

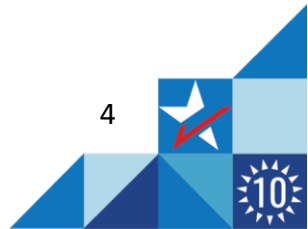
☒ I am currently volunteering in this role

Start date  
June 2024

End date  
Month: Year:

Description  
The Select Global Women in Tech (SGWIT) program aims to promote American competitiveness and technology leadership by attracting talented women leaders in emerging technology sectors to spur economic growth and innovation, as well as to support women’s economic empowerment globally. The program is geared toward international women founders, entrepreneurs, and executives in the tech sector.  
  
In my role as a mentor, I support international women in tech in overcoming the challenges they face in scaling, promoting, fundraising, and establishing their businesses in the United States.

Save

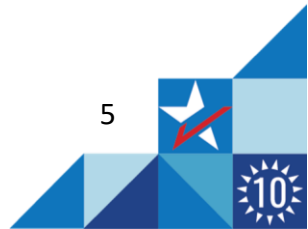


# 2024 SelectUSA Investment Summit

## About the SelectUSA Investment Summit

The SelectUSA Investment Summit is the highest-profile event dedicated to promoting foreign direct investment (FDI) in the United States. The Investment Summit plays a vital role in attracting and facilitating U.S. business investments and job creation by raising awareness about the wide range of opportunities in the United States. This event helps facilitate direct connections between international companies and U.S. economic development organizations (EDOs).

Last year's SelectUSA Investment Summit brought together more than 4,900 participants, including EDOs representing over 50 U.S. states and territories, more than 2,300 business investors from over 80 international markets. Past Investment Summits have directly helped generate more than \$110 billion in new U.S. investment projects, supporting over 85,000 jobs across the United States and its territories.





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