

Social media plan World Engineering Day

Overview

The first UNESCO World Engineering Day will take place on Wednesday, March 4, 2020. The theme of the event is engineering and the UN Sustainable Development Goals.

The objectives of social media outreach include:

1. Creating awareness of World Engineering Day as an important international day for achieving sustainable development by governments, civil society, industry, and the public;
2. Increasing awareness of engineering, its impact on modern life and that it is crucial to advance the UN's Sustainable Development Goals (SDGs);
3. Highlighting the achievements of engineers and the essential role of engineers in promoting sustainable development;
4. Encouraging more young people, especially girls and women, to consider engineering as a career.

Hashtag:

#WorldEngDay2020

Event weblink:

bit.ly/WorldEngDay2020

Approach

Marchmont will alert key audiences to the hashtag and existing communications resources (logos, etc) during targeted outreach throughout January to start generating interest and momentum for the lead-up to WED.

This will then be supplemented by two social media activation toolkits:

- One month to go (distributed February 4): toolkit with preview posts and materials, including graphic, web link, media articles and the Engineering Heroes podcast series. This toolkit will equip stakeholders with material to promote WED in advance and build momentum over the month.
- On the day (distributed under embargo w/c February 24): toolkit with promotional video, sample tweets, additional media articles. This toolkit will equip stakeholders to celebrate the occasion of the day itself and will be the climax of the social media campaign.

Influencers

Marchmont has identified a number of Twitter influencers in the engineering sector, who could be targeted in social media outreach by WFEO through tagging in photos, mentioning in tweets or sending direct messages.

Handle	Name	Profile
Stakeholders		
@AESorg	Audio Engineering Society	46.8k followers
@airbus	Airbus	657.1k followers
@AntonioNeri_HPE	Antonio Neri, CEO, Hewlett Packard	36.8k followers
@apple	Apple	3.9m followers
@ArchieDeskus	Archie Deskus, CIO, Hewlett Packard	1k followers
@boschglobal	Bosch	255.8k followers
@BurnsMcDonnell	Burns and McDonnell	11.7k followers
@CIBSE	Chartered Institution of Buildings and Engineers	24.4k followers
@CIHTUK	Chartered Institution of Highways and Transportation	5.4k followers
@CIPHE	Chartered Institute of Plumbing and Heating Engineering	9.7k followers
@CIWEM	Chartered Institution of Water and Environmental Management	10.6k followers
@DeepMind	DeepMind	279.k followers
@demishassabis	Demis Hassabis, CEO, DeepMind	180k followers
@GEAviation	GE Aviation	219.8k followers
@GM	General Motors	726.5k followers
@GuillaumeFauray	Guillaume Fauray, CEO, Airbus	8.4k followers
@HP	Hewlett Packard	1.1m followers
@ianwaddell_CSEU	General Secretary, Confederation of Ship Building and Engineering	467 followers
@IMechE	Institution of Mechanical Engineers	40.8k followers
@incose_org	International Council on Systems Engineering	2.8k followers
@incosepres	President, International Council on Systems Engineering	655 followers
@ISA_interchange	International Society of Automation	21.3k followers
@JLR_News	Jaguar Land Rover	75k followers
@joekaeser	Joe Kaeser, CEO, Siemens	32.4k followers
@Microsoft	Microsoft	8.8m followers
@mtbarra	Mary Barra, CEO of GM	48.7k followers
@NSBPro	National Society of Black Engineers	4k followers
@samsung_dev	Samsung Developers	34.8k followers

@siemens	Siemens	174.7k followers
@SPETweets	Society of Petroleum Engineers	35.9k followers
@suez	Suez	26.6k followers
@TataCompanies	Tata Group	669k followers
@tim_cook	Tim Cook, CEO, Apple	11.7m followers
@TMMOB1954	Union of Chambers of Turkish Engineers and Architects	33.7k followers
External influencers		
@36_Engr_Regt	26 Engineer Regiment	Official account of 36 Engineer Regiment and Queen's Gurkha Engineers 2k followers
@AFBE_UK	Association for Black and Minority Ethnic Engineers	Supporting BME engineers 2.3k followers
@ArmyERDC	US Army Engineer Research and Development Center	Official US army account 3.5k followers
@Astr_Ellen	Ellen Ochoa	Astronaut and STEM advocate 13.5k followers
@billnye	Bill Nye, scientist	6m followers
@EngineerYasmin	Yasmin Ali	Chemical engineer 2.1k followers
@HopkinsEngineer	John Hopkins Engineering	Verified university account 10.3k followers
@jasonfenske13	Engineering Explained	Engineering YouTube channel (2.5 million subscribers) 15.6k followers
@lizbruton	Dr Elizabeth Bruton	Curator of Technology & Engineering at Science Museum 2.4k followers
@mikepford	Mike Ford	STEM coach, TED talk viewed 12k times 2k followers
@NatalieGCheung	Natalie Cheung	TED-Ed speaker, civil engineer 1.1k followers
@neiltyson	Neil deGrasse Tyson, astrophysicist	13.6m followers
@nmpanek	Natalie Panek	Aerospace engineer 14.1k followers
@RAEngNews	Royal Academy of Engineering	38k followers
@RomaTheEngineer	Roma Agrawal	Structural engineer, presenter, MBE, appeared on Engineering Heroes 14.2k followers

@theNAEng	National Academy of Engineering	Verified profile 18.3k followers
@WES1919	Women's Engineering Society	Institute supporting women engineers 41k followers
@YeWanDee	Yewande Akinola MBE	Presenter, trustee of IET 2.5k followers
UN agencies		
@globalcompact	UN Global Compact	103.2k followers
@GlobalGoalsUN	UN account for the SDGs	321.6k followers
@phumzileunwomen	Executive director of UN Women	103.7k followers
@UN	Official UN account	11.8m followers
@UN_Women	Official UN Women account	1.7m followers
@UNCTAD	UN Conference on Trade and Development	157.6k followers
@UNDP	UN Development	1.4m followers
@UNFCCC	Official UN Climate Change account	678.6k followers
@UNYouthEnvoy	Official account of UN Secretary General's Envoy on Youth	108k followers
WFEO Members		
@AIA_Uruguay	Asociacion de Ingenieros Agronomos del Uruguay	1.7k followers
@CFIACR	Colegio Federado de Ingenieros y de Arquitectos de Costa Rica	3.1k followers
@Chmbr_Engineers	Chamber of Engineers, Malta	21 followers
@CubaUnaicc	Union Nacional de Arquitectos e Ingenieros de la Construccion de Cuba	703 followers
@ECSAOfficial	Engineering Council of South Africa	2.5k followers
@Eng_Council	Saudi Council of Engineers	123.2k followers
@EngAustralia	Engineers Australia	14.5k followers
@EngineersCanada	Engineers Canada	12.7k followers
@FIMasad	VP, Jordan Engineers Association	1.5k followers
@ICE_engineers	Institution of Civil Engineers	54.6k followers
@IEI_Kolkata	Institution of Engineers (India)	703 followers
@iekemtee	Institute for Education and Training Technical Members Chamber of Greece	1.5k followers
@IESFrance	Ingenieurs et Scientifiques de France	3.5k followers
@ieslanka	Institution of Engineers, Sri Lanka	1.9k followers
@Ingenieria_Esp	Instituto de la Ingenieria de Espana	18.3k followers
@IngenieriaSCI	Sociedad Colombiana de Ingenieros	9.4k followers
@InstOfEngRwanda	Institution of Engineers Rwanda	910
@oseoman	Oman Society of Engineers	1.2k followers

@sibdepssc	Sociedad de Ingenieros de Bolivia	16 followers
@SOEUAE	Society of Engineers, UAE	11 followers
@TheEIZ	Engineering Institution of Zambia	146 followers
@TheIEK	Institution of Engineers of Kenya	2.1k followers
@tuttoingegnere	Consiglio Nazionale degli Ingegneri	2.3k followers
@UIPE_Uganda	Uganda Institution of Professional Engineers	2.1k followers

Weibo, WeChat influencers

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