



Pre-Event Social Media Toolkit

This **social media toolkit** contains sample posts organised by timing and theme to support and celebrate the first World Engineering Day for Sustainable Development, taking place on Wednesday, March 4, 2020.

A **social media graphic** has also been provided to be shared, as appropriate.

World Engineering Day is an opportunity to celebrate the role of engineers and engineering in delivering the UN Sustainable Development Goals (SDGs) and to encourage more young people and women in particular to become engineers.

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Countdown to World Engineering Day

Twitter - four weeks to go (February 3-7)

#DYK the first World Engineering Day is coming up next month? The countdown to March 4 is on! ☐ #WorldEngDay2020 bit.ly/WorldEngDay2020

Check out @engineerheroes for new podcasts every week until World Engineering Day on March 4. Listen to the first episodes here <https://engineeringheroes.com.au/>
#WorldEngDay2020

Calling all young engineers! Submissions close on February 14 for your best ideas and projects to deliver #SustainableDevelopment. Find out more ahead of #WorldEngDay2020 <http://worldengineeringday.net/young-eng2020/>

Twitter – three weeks to go (February 10-14)

Just three weeks to go until the world celebrates the first @UNESCO World Engineering Day! Need ideas to mark the occasion? Check out bit.ly/WorldEngDay2020
#WorldEngDay2020

#DYK 30 years ago this week, Voyager 1 captured the first images of the solar system? One of many engineering feats to celebrate ahead of World Engineering Day on March 4
#WorldEngDay2020 bit.ly/WorldEngDay2020

“Science can amuse and fascinate us all, but it is engineering that changes the world” – Isaac Asimov #WorldEngDay2020 bit.ly/WorldEngDay2020

Twitter – two weeks to go (February 17-21)

Just two weeks until the first @UNESCO World Engineering Day!
How will you mark the occasion? #WorldEngDay2020 bit.ly/WorldEngDay2020

It’s not too late to join the celebrations for the first World Engineering Day on March 4. For ideas on how to take part, check out <http://worldengineeringday.net/wp-content/uploads/2020/01/Guidelines-for-Organising-WED-Events.pdf> #WorldEngDay2020

Engineering plays a vital role in delivering the @UN’s Sustainable Development Goals. In two weeks, the world will come together to celebrate World Engineering Day
#WorldEngDay2020 bit.ly/WorldEngDay2020

Twitter – one week to go (February 24-28)

The final countdown to the first World Engineering Day is on! Are you ready to celebrate engineers and engineering next Wednesday, March 4? #WorldEngDay2020
bit.ly/WorldEngDay2020

With just one week until World Engineering Day, check out the latest episodes of @engineerheroes and hear how engineering contributes to sustainable development
#WorldEngDay2020 <http://engineeringheroes.com.au/>

“At its heart, #engineering is about using science to find creative, practical solutions. It is a noble profession” – a great reminder from Queen Elizabeth II as we prepare to celebrate this “noble profession” on #WorldEngDay2020 bit.ly/WorldEngDay2020

Facebook

The countdown to the first UNESCO World Engineering Day has begun! ☐ Universities, companies, industry bodies and professional institutions will come together next month on Wednesday, March 4 to celebrate the importance of engineers and engineering to delivering sustainable development. How will you mark the occasion? #WorldEngDay2020 bit.ly/WorldEngDay2020

LinkedIn

Did you know the first World Engineering Day is coming up next month on Wednesday, March 4? This important date will celebrate the importance of engineers and engineering to delivering the UN's Sustainable Development Goals by 2030. Join the celebrations by planning your own event – ideas here → <http://worldengineeringday.net/wp-content/uploads/2020/01/Guidelines-for-Organising-WED-Events.pdf> #WorldEngDay2020

Young people in engineering

Twitter

The countdown is on for the first @UNESCO #WorldEngDay2020 on March 4! ☐☐☐
Young people have the power to engineer a better future for developing communities around the world – find out how ☐
bit.ly/WorldEngDay2020

Young #engineers, we need you! #WorldEngDay2020 is coming soon and YOU could be a part of it ☐ Share your ideas or projects for progressing the #SDGs through #engineering for your chance to pitch at the @UNESCO event on March 4 ☐
<http://worldengineeringday.net/young-eng2020/>

Wondering how you could change the world for the better? ☐
Becoming an #engineer is a great place to start! ☐
Check out this @EngineerHeroes episode with Rob Bell for a few reasons why...
<https://engineeringheroes.com.au/replay-flipping-career-advice-for-engineers-with-rob-bell/> #WorldEngDay2020

#WorldEngDay2020 is fast approaching, so what can you expect from a career in #engineering? This list from @DiscoverEorg pretty much covers it! ☐
<http://discovere.org/discover-engineering/10-reasons-to-love-engineering>

From chemicals and computers to agriculture and aerospace, #engineering is a vastly varied field of work! Check out the different career paths you could go down as an #engineer with this guide from @DiscoverEorg ☐

<http://discovere.org/discover-engineering/engineering-careers>

Facebook/LinkedIn

Calling all young engineers!

The first World Engineering Day for Sustainable Development is coming soon, and YOU could be a part of it...

Share your ideas for progressing the UN Sustainable Development Goals through engineering, and you could be chosen to pitch your proposal at the UNESCO event on March 4!

Find out more about how to enter at the link below →

#WorldEngDay2020

<http://worldengineeringday.net/young-eng2020/>

Women in engineering

Twitter

Looking ahead to #WorldEngDay2020 on March 4, we're asking what it takes to be a woman in #engineering.

In this @EngineerHeroes episode, young #engineer Lucy Griffiths talks about overcoming imposter syndrome #WomenInSTEM

<https://engineeringheroes.com.au/imposter-syndrome-with-lucy-griffith/>

#WomenInEngineering – if you're under 35 & working on a project that's helping progress the #SustainableDevelopmentGoals, we want to hear from you! ☐

Submit your proposal by February 14 for a chance to pitch at the @UNESCO

#WorldEngDay2020 on March 4 ☐ <http://worldengineeringday.net/young-eng2020/>

#WomenInSTEM

We're counting down the days to #WorldEngDay2020 on March 4! ☐

Check out this @EngineeringHeroes episode with @MarleneKanga to hear about her journey to becoming a chemical #engineer and the need for more #diversity in #engineering

☐ #WomenInSTEM

<https://engineeringheroes.com.au/diversity-in-engineering-with-dr-marlene-kanga/>

Facebook/LinkedIn

We're counting down the days to the first UNESCO World Engineering Day for Sustainable Development on March 4!

Check out this Engineering Heroes episode with the WFEO's former president Marlene Kanga, to hear about her journey to becoming a chemical engineer and the need for more diversity in engineering →

#WorldEngDay2020

<https://engineeringheroes.com.au/diversity-in-engineering-with-dr-marlene-kanga/>

Engineering and innovation

Twitter

#Engineering has the power to change the world ☐

Join us in celebrating the #innovations and achievements of #engineers around the world in the first @UNESCO World Engineering Day for Sustainable Development on March 4!

#WorldEngDay2020 bit.ly/WorldEngDay2020

The first @UNESCO #WorldEngDay2020 is happening on March 4! ☐

Join us in celebrating the #engineering innovations that are helping make the world a better place ☐

bit.ly/WorldEngDay2020

Innovations in #engineering are driving the #SDGs forwards – improving access to clean water, sanitation, reliable energy and other basic human needs ☐

Celebrate #engineers around the world with us on March 4 with the first @UNESCO #WorldEngDay2020! ☐

bit.ly/WorldEngDay2020

#Engineers are continually changing our lives for the better – which is why we're getting ready to celebrate #WorldEngDay2020 on March 4! ☐

Check out these five innovative #engineering projects via @DiscoverEorg ☐

<http://discovere.org/discover-engineering/cool-engineering-projects>

Facebook/LinkedIn

Engineering has the power to change the world for the better.

Join us in celebrating the innovations and achievements of engineers around the world in the first UNESCO World Engineering Day for Sustainable Development on March 4!

Find out more about how you can get involved →

#WorldEngDay2020

bit.ly/WorldEngDay2020

Engineering and the Sustainable Development Goals (SDGs)

Twitter

“The unsung heroes – those whose ingenuity & creativity will help both manage & prevent future climate events – are our engineers.”

Ahead of #WorldEngDay2020, @wfeo’s @MarleneKanga explores the importance of #engineering in fighting #climate threats ☐☐

<http://news.trust.org/item/20200121130205-r6vgz/>

- ☐ Quality education
- ☐ Gender equality
- ☐ Clean water
- ☐ Sustainable cities
- ☐ Climate action

These are just some of the #SDGs that #engineers are helping drive forwards ☐

Discover more in the lead up to #WorldEngDay2020 here ☐

bit.ly/WorldEngDay2020

#Engineering is key to achieving the @UN_SDG #SustainableDevelopmentGoals by 2030 ☐

The first @UNESCO #WorldEngDay2020 will take place on March 4 to celebrate innovations in tech and science – and the #engineers behind them ☐

Join the party! ☐☐

bit.ly/WorldEngDay2020

Facebook/LinkedIn

- ☐ Quality education
- ☐ Gender equality
- ☐ Clean water
- ☐ Sustainable cities
- ☐ Climate action

These are just some of the UN Sustainable Development Goals that engineers are helping drive forwards.

Join us in celebrating their achievements on March 4 with the first UNESCO

#WorldEngDay2020!

bit.ly/WorldEngDay2020