



United Nations
Educational, Scientific and
Cultural Organization



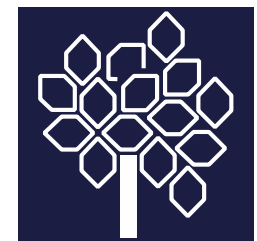
World
Engineering Day

Communications and Social Media Report to WFEO General Assembly

26 March 2021



Marlene Kanga
Immediate Past President, WFEO



WFEO / FMOI



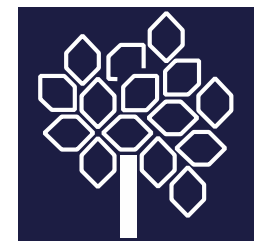
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World
Engineering Day

Communications and Social Media Activity

- **Contracted Ramaley Media and The Big Creative** in Sydney Australia
- **Completely fresh brand identity** for World Engineering Day (WED).
- **Set up or updated**, "World Engineering Day" social media pages across LinkedIn, Facebook, Instagram and Twitter - separate to WFEO
- **Podcast, Series 2:** - 4 interviews with YE/FL representatives from around the world.
- **Social media campaign**
 - UNESCO Report & Event
 - Podcast series 2
 - ICE Blog Posts
 - Rising To The Top book launch & webinars
 - YE/FL Video competition
 - International poster competition
 - General awareness & branding promotion



WFEO / FMOI



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World
Engineering Day

SOCIAL MEDIA PAGE ON WED 2021 WEB SITE

- **846 social media posts**
- **58 Graphics**
- **21 Videos**
- **Interactive Media Page with resources for everyone to use**

CLICK TO
DISCOVER
MEDIA

WE DESIGNED
AN INTERACTIVE
MEDIA PAGE

WELCOME TO OUR MEDIA PAGE

**THIS PAGE HAS BEEN DESIGNED FOR YOU TO COPY, CUT AND PASTE ANY OR
ALL OF OUR AMAZING MEDIA DIRECTLY INTO YOUR SOCIAL MEDIA**



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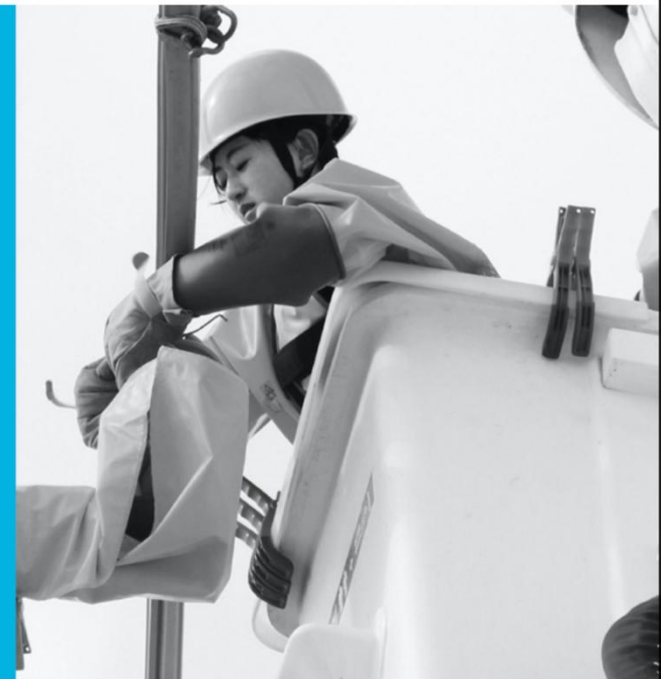


World
Engineering Day

NEW BRANDING ON VIDEOS AND SOCIAL MEDIA POSTS


RAMALEY
THE BIG CREATIVE

BRANDED CONTENT CREATION





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SOCIAL MEDIA ASSETS USED BY OTHERS TO CELEBRATE WORLD ENGINEERING DAY





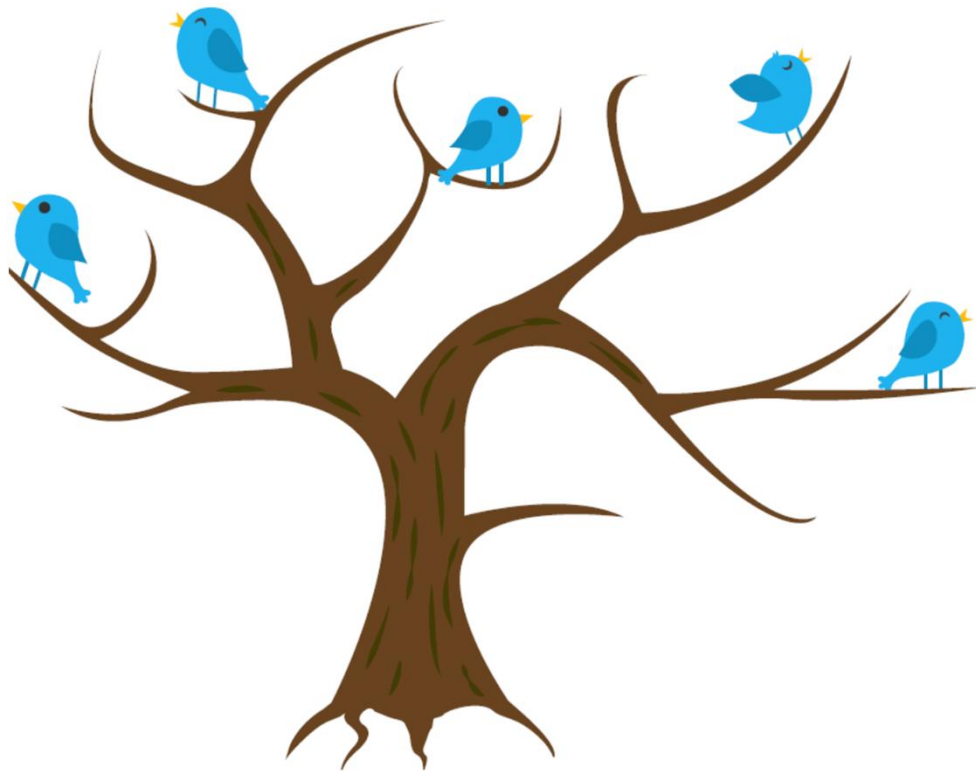
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DOUBLED REACH OF SOCIAL MEDIA

Holistic Potential Reach



THIS YEAR

32,060,000

2020

17,000,000



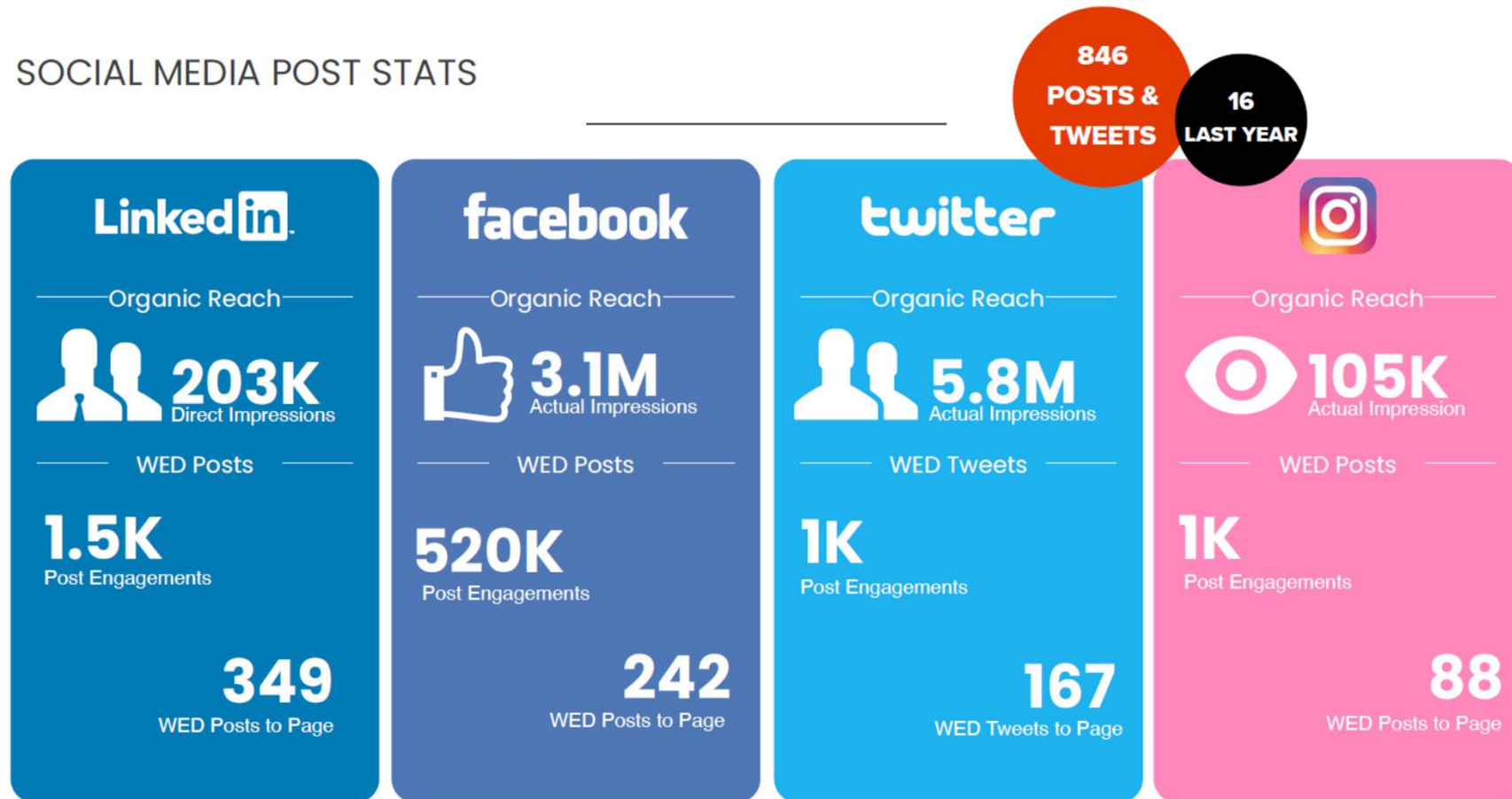
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INCREASED ACTIVITY ON SOCIAL MEDIA

SOCIAL MEDIA POST STATS



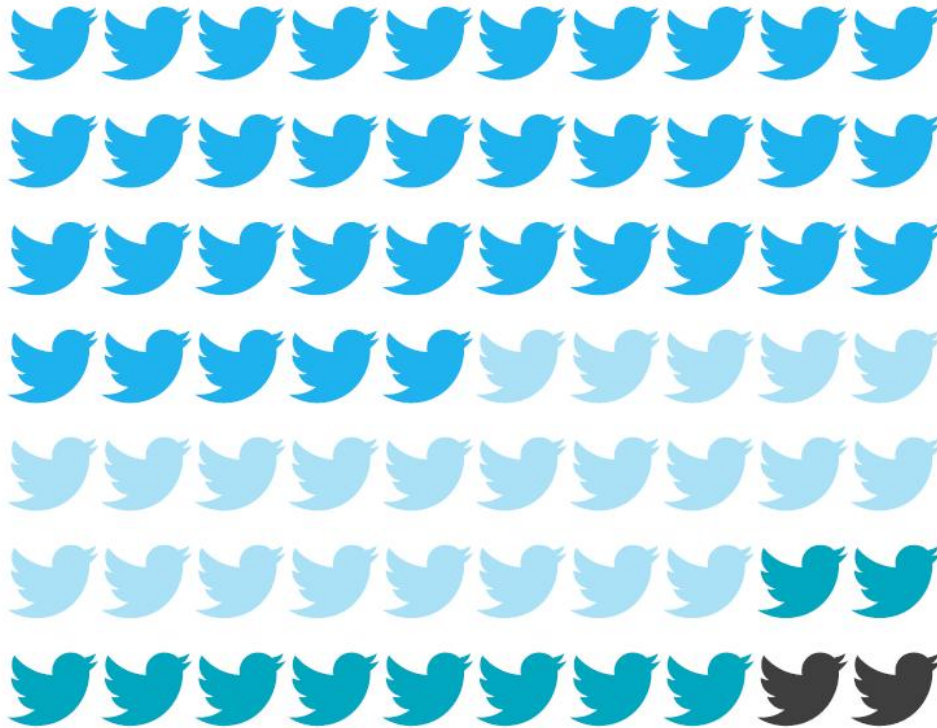


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THE HASHTAG *#World Engineering Day* used extensively around the world



CAMPAIGN HASHTAG USE

529
LAST YEAR

16,320
THIS YEAR



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Engineering Day

WHAT OTHERS SAID TO CELEBRATE WORLD ENGINEERING DAY 2021

My Tweets e...

World Engineering Day for Sustainable Development @engineering_day
• Mar 15

Check out UNESCO report: "Engineering for Sustainable Development: Delivering on the Sustainable Development Goals", and learn how engineering & science can help build a better world for all! Learn more here: on.unesco.org/Eng2021 #WorldEngineeringDay #SustainableDevelopment



engineering_day retweeted

IEEE @IEEEorg
• Mar 5

In honor of World Engineering Day, learn how #Earth observing systems can help us create a more healthy and sustainable planet to live on. Via #IEEE Transmitter: bit.ly/2PB0kqL @engineering_day #WorldEngDay2021

world engin...

introduce electric mobility in Kenya and thus decarbonizing the transport industry
#EnergyClimateChange #WED2021



3 11

Rozenian retweeted

Irvin Koech @IrvinKoech
• 1 day ago

Did you know that your Electricity Bills may be exorbitant simply because you are being charged under a wrong tariff? Join us this Friday as we debunk some misconceptions about the cost of Energy in Kenya #BillysStima #WED2021

World Energy Day Conference
@WorldEnergyDay
Be part of the next event

A Facebook Live this Friday the 26th of March!!

Join us as we look at

Mentions Ke...

Marlene Kanga @MarleneKanga
• Mar 8

Thanks @ATSE_au! Terrific to have the opportunity to write Ch1 and show how #engineer contribute to every #UN #SDG. 8 of 17 #SDG photos are of #women #engineer! #ChooseToChallenge happy #WD21 @UNESCO @wfeo @engineering_day #WorldEngineeingDay @INWES_Global @POWERHer1

Academy of Technology and Engineering @ATSE_au
#ATSEFellow @MarleneKanga is a fmr president of the World Federation of Engineering Organisations and has made a fabulous contribution to this year's...
[Read more](#)

1 2

حرية الكلمة @al36ar_q80
• Mar 8

"العلماء يدرسون العالم كما هو ، بينما المهندسون " يخلقون عالماً لم يكن موجود .. لذلك دائماً المهندس هو الأفضل إطلاقاً..

قبل جم يوم كان #يوم_المهندس_العالمي كل عام وجميع الزملاء بخير

#WorldEngineeringDay

Retweets Keywor...

World Engineering Day for Sustainable Development @engineering_day
• Mar 14

This episode Mel & Dom speak to #YoungEngineer / #FutureLeader Milda Pladaite' about the trends and issues she is seeing in Europe.

ramaley.media/engineering-le...

Hope you had a great #WorldEngineerDay. Thanks for celebrating with us!



1 4

World Engineering Day for Sustainable Development @engineering_day
• Mar 13

#Engineering #Innovation with #DonovanGutierrez. Listen now. Hope you had a great #WorldEngineerDay.

#WorldEngi...

organising our #worldengineeringday event which had over 200 registered participants from nearly 25 countries! Thank you also to COP26andbeyond and all the amazing speakers and collaborators!



1

_koechkimutai retweeted

Irvin Koech @IrvinKoech
• 1 day ago

Did you know that your Electricity Bills may be exorbitant simply because you are being charged under a wrong tariff? Join us this Friday as we debunk some misconceptions about the cost of Energy in Kenya #BillysStima #WED2021

World Energy Day Conference
@WorldEnergyDay
Be part of the next event

A Facebook Live this Friday the 26th of March!!

Join us as we look at Demystifying the Electricity Bill: A guide to



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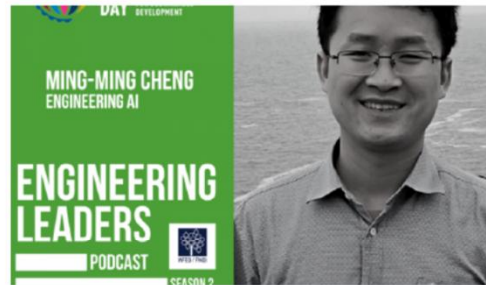
YOUNG ENGINEERS VIDEOS REPRESENTING DIFFERENT REGIONS OF THE WORLD



World Engineering Day
Just now

And we are LIVE! Today we launch the first episode in our [#WorldEngineeringDay](#) podcast series, [#EngineeringLeaders](#). Ming-Ming Cheng was building [#ArtificialIntelligence](#) to recognize human diseases from CT scans. When COVID hit, Ming-Ming was able to utilize his existing networks to train his AI to assist doctors in recognizing the disease from CT scans. Listen NOW! <https://ramaley.media/engineering-leaders-engineering-ai-with-ming-ming-cheng/>

bit.ly/WorldEngDay for more info. [#WorldEngineeringDay](#) March 4th [#WED2021](#) [#WFEO](#) [#UNESCO](#) [#UNSDG](#) [#RamaleyMedia](#)



Engineering AI with Ming-Ming Cheng | Ramaley Media

<https://ramaley.media/engineering-leaders-engineering-ai-with-ming-ming-cheng/>

Like Comment Share



World Engineering Day
175 followers
1h •

PODCAST ANNOUNCEMENT! [#European](#) [#ClimateAction](#) with Milda Pladaite! Listen NOW! <https://lnkd.in/ggJuhAN>

[#WorldEngineeringDay](#) March 4th bit.ly/WorldEngDay for more info. [#WED2021](#) [#WFEO](#) [#UNESCO](#) [#UNSDG](#)



World Engineering Day
175 followers
3h •

[#DonovanGutierrez](#) in our [#EngineeringLeaders](#) podcast. Listen NOW! <https://lnkd.in/gpsEac4>

...see more



1M
VIDEO
VIEWS

10,000
LAST YEAR



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HOW OTHERS CELEBRATED: YOUNG PEOPLE, COMMUNITIES, UNIVERSITIES, ACADEMIES, COMPANIES ENGINEERING INSTITUTIONS

Etica Group @EticaGroupInc
Mar 5

Happy #WorldEngineeringDay! 🤖 @engineering_day



CMC Microsystems @CMCMicrosystems
Mar 5

March 4 - Celebrating #WorldEngineeringDay2021 @engineering_day @UNESCO & achievements in STEM to develop practical applications and new technologies enabling #SmartTechnology such as #AI, #IoT, #5G, #robotics or #quantumcomputing. More - Eng. report: worldengineeringday.net



social@ashrae.org @ashraenews
Mar 5

The theme of #WorldEngineeringDay2021 is #Engineering for a Healthy Planet, which recognizes the important work that #engineers need to do to ensure a better future. Visit bit.ly/WorldEngDay for more information! @engineering_day #WorldEngineeringDay #WED2021



STEM Response Team - University of Wolverhampton @STEMResponseWLV
Mar 4

Today is #WorldEngineeringDay and this years theme is 'Engineering for A Healthy Planet' 🌍 Use today what changes can be made to make our planet healthier 🌱 @UNESCO @wfeo @engineering_day @wlv_uni #WorldEngineeringDay



RAMALEY
THE BIG CREATIVE

AFRC, National Manufacturing Institute Scotland @AFRCStrathclyde
Mar 4

Realizing the key role of engineering for humanity & its environment, we're joining with engineers across the world to celebrate #WED2021 today Stay tuned as we share our #sustainability success stories today @engineering_day @UNESCO



DEUTZ AG @deutz_ag
Mar 4

Where would we be without their ingenuity, without their tireless efforts to make our lives easier, better and more innovative? Today, on @engineering_day we celebrate our engineers. #deutz #worldengineeringday



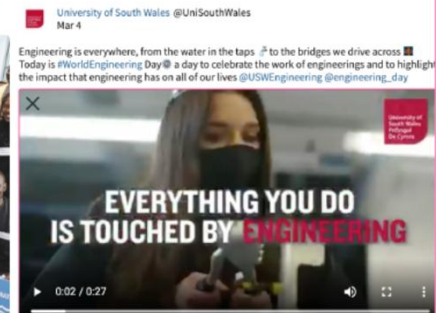


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HOW OTHERS CELEBRATED: ROYAL ACADEMY OF ENGINEERING UK, KENYA, IRELAND ETC.





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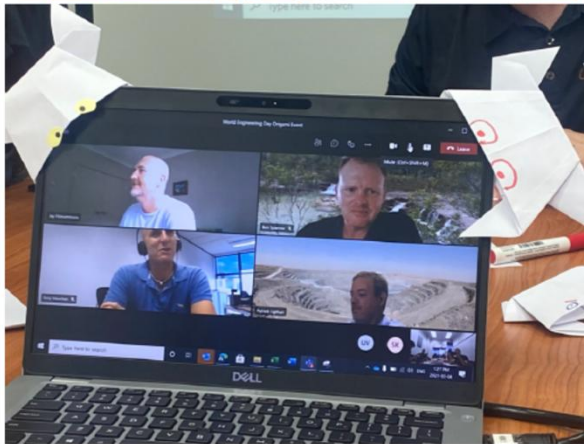


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HOW OTHERS CELEBRATED – INFORMING YOUNG PEOPLE ABOUT ENGINEERING

Wenco International Mining Systems Ltd. @Wencomine
Mar 5

Happy World @engineering_day! Today #WeAreWenco took time to acknowledge the great work our team does in support of #WorldEngineeringDay for a Healthy Planet. In celebration our Brisbane (WBE) office hosted a paper origami event!



CLICK ON VIDEO TO WATCH

RAMALEY
THE BIG CREATIVE

E.L. Robinson Engineering @ELREngineering
Mar 5

#WorldEngineeringDay celebrates the important work that engineers do which changes the world for the better. Today, we recognize the talented engineers of @ELRENG for their dedication to their clients and communities. #WED2021 @engineering_day





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HOW OTHERS CELEBRATED – LIGHTING OF ROCHESTER BRIDGE UK, KENYA, GHANA



Rochester Bridge @RochesterBridge
Mar 5

This evening we've illuminated the Old Bridge blue and white in recognition of @engineering_day #WorldEngineeringDay



Dr Mark Jabbal @markjabbal
3 days ago

Delighted to be hosting this seminar by Prof. Aimy Wissa (@awissa86) on her research in avian-inspired flow control. #WorldEngineeringDay #WED2021 #WeAreUoN

University of Nottingham
UK • CHINA • MALAYSIA

Avian-Inspired Flow Control: A pathway towards multifunctional wings

Faculty of Engineering
Prof. Aimy Wissa
University of Illinois Urbana-Champaign

Thursday 11 March / 5pm-6pm (GMT) / Online




My Building Code @buildingcode_ke
4 days ago

An engineer once said: Before studying engineering, if someone asked me what $1+1$ is, I would have said "2." Now I say "I'm pretty sure it's 2, but we'd better make it 3 just to be safe." 🤖 Tag that engineer! #WorldEngineeringDay #WED2021 #WFEO #UNESCO #UNSDG #ILookLikeAnEngineer

$$1+1=\cancel{2}3$$



GESA|GHIE UENR @GhieUenr
1 day ago

On the 4th of March 2021; World Engineering Day. We lit the campus of @uenrofficial with our colours as we honour the day with the Vice Chancellor of the University and officials from @Newmont_Ghana



The IEK @TheIEK
3 days ago

The president of IEK @EngMatalanga and Prof. Eng. Larry Gumbe launching the Engineering in Kenya(EIK) Magazine during the World Engineering Day 2021 in Chandaria Hall at the University of Nairobi.





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UNITED NATIONS SECRETARY GENERAL TWEET ON WED 2021



António Guterres ✓ @antonioguterres · Mar 5

As a trained engineer, I am passionate about the potential of engineering to help solve the most pressing challenges facing our world.

But to truly maximize that potential, we must ensure women & girls have equal opportunities & representation in this field. [#WorldEngineeringDay](#)



Visit en.unesco.org



**More
women
engineers**
*are needed for a
fairer and more
resilient world.*



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THANKS TO MELANIE DE GIOIA, RAMALEY MEDIA AND TENILLE SCICLUNA, THE BIG CREATIVE FOR THEIR TIRELESS AND INTENSIVE WORK FROM 15 FEBRUARY 2021 TO 15 MARCH 2021 TO PROMOTE WORLD ENGINEERING DAY 2021

IMAGES IN THE PRESENTATION ARE FROM RAMALEY MEDIA AND THE BIG CREATIVE

ADDITIONAL EXTENSIVE SOCIAL MEDIA PROMOTION WAS CONDUCTED IN CHINA USING WEIBO AND WECHAT AND WILL BE REPORTED ON LATER.



WFEO / FMOI