

# How to... Amplify Your Outreach Event



PRESENTED BY THE NEM ONTARIO TEAM

[ERICALEEGARCIA@EWB.CA](mailto:ERICALEEGARCIA@EWB.CA)  
[REBECCAWHITE@EWB.CA](mailto:REBECCAWHITE@EWB.CA)  
[JONATHANLAZO@EWB.CA](mailto:JONATHANLAZO@EWB.CA)

FEBRUARY 2017



Professional Engineers  
Ontario



engineers without borders  
ingénieurs sans frontières  
Canada



ONTARIO  
SOCIETY  
OF PROFESSIONAL  
ENGINEERS

# Agenda



- Why Amplify? When to Amplify?
- Amplifying through traditional media channels
  - How to use them
  - Resources we offer
  - What it looks like
- Amplifying through new media channels
  - NEM website
  - Social media (Instagram, Facebook, Twitter, LinkedIn)

# Why Amplify?



- To achieve our goal of shifting public perception of engineering and technology
- To share our stories and experiences
- To provide a tangible record of the campaign and its results
- To make the most of our resources and efforts in doing outreach
  - Increase attendance
  - Higher profile for the campaign
  - Momentum for future campaigns, other outreach programs and the profession itself

# Why Amplify?



Your NEM  
Event

=

## The Results



Without Amplification (9%) With Amplification (91%)

# Why Amplify?

- Our 'old' way:
  - People within earshot got the benefit of your message
  - 'Disposable' outreach
  - Adding a reporter/journalist allowed others to engage, and a record to be preserved
- Our 'new' way:
  - Journalism is disrupted
  - We each have the tools to be a journalist (tell stories, reach others)
  - More people benefit from your event
- For some pointers on sharing your stories, visit our [Power of Storytelling Webinar](#)



# When to Amplify Your Event

- Pre-event
  - Connect
  - Promote
- During event
  - Engage
  - Quote
- Post event
  - Follow-up
  - Share



# Amplifying - Before your event

- Develop a tagline for your event: a short, simple explanation for what the participants will experience:
- "Come learn about the latest trends in how technology is changing our lives, and browse the interactive trade booth. Open to the public 9 am - 4 pm"



# Amplifying - Before your event



- Add an intro to your narrative which includes NEM:
  - 'Across Canada, hundreds of events are engaging youth and the general public on how engineering and technology shape our world as part of National Engineering Month. Here in Sudbury, we are hosting...'





# Amplifying - Before your event



- Think about a person in your target demographic
- Identify where that person hangs out, shops, looks online, etc, and plan accordingly to reach them.



# Make it Personal



- Talk to the people you know, and the people you meet. Send personalized asks to people who you think might be interested.
- Make it a personalized connection! People appreciate being invited personally.
- When doing marketing, make sure you work smart, not hard.
- Target the advertising to parents and to kids of that age: schools, libraries, rec centres, grocery stores, doctors offices.

# The Big Picture



- Our goal: Bring engineering and technology to life for the next generation and the general public
- Our method: Put on great events to inform and inspire! We want our audience to feel:
  - Interested (so make sure that you can relate to your audience; learn what they know and like)
  - Energized (so keep the level of detail under control, and connect it to something they know)
  - Challenged (so touch on some big interesting questions too!)
  - Confident and proud of themselves (come back!)

## Other amplifying tips



- Word-of-mouth excitement is often the best way – social media becomes the backup
- Use a mailing list from last year
- Partner through other groups
- If it's a yearly event, and they haven't already, they can start a mailing list for next year
- Tell your parent/kids/cousins to tell her friends to go!



# Amplifying with traditional media



- **Newspapers (national, regional, local)**
  - Many local newspapers offer free events listings - add yours
  - Contact their editorial teams with a press release
  - Invite reporters to your event
- **Radio and TV (national, regional, local)**
  - Request an interview on your local radio or TV station to talk about your event on air
  - Invite them to your event
- **Local dignitaries or personalities**
  - Special guests from your local community can help attract a crowd and generate support for your event
  - More available than ever by social media

# Media Resources We Offer



- Media section of scorecard:

Scoring Rubric		Points
A	Designating a media coordinator	2
B	Promotion through social media	2
C	Designated photographer	2
D	Inviting local media (newspapers, magazines, blogs)	2
E	Inviting local dignitaries or personalities	2

- Your media co-ordinator will drive these activities

# Media Resources We Offer



- Photo release form
  - Available here: <http://nemontario.ca/engineering-outreach-resources>
- NEM Press Release
  - Available here: <http://nemontario.ca/media/>
- Your own event page
  - Listed here: <http://nemontario.ca/event-listings/>



# Your own event page



## Event Listings

A listing of all the NEM events happening across Ontario.

Use the filters or search buttons to help find what you are looking for!

Q NAVIGATE MONTHS CURRENT MONTH

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

2017 2018

**MARCH, 2017**



FILTER EVENTS

FIND AN EVENT (BY ORGANIZING GROUP) FIND AN EVENT (BY TARGET AUDIENCE) APPLY FILTERS

1 - 31  
MAR

### HUMANS OF GLOBAL ENGINEERING (HOGE) CAMPAIGN

EWB

📍 facebook.com/hogeewb and twitter.com/hogeewb

1  
MAR

### 2017 NATIONAL ENGINEER MONTH DESIGN CHALLENGE

PEO PETERBOROUGH

📍 Evinrude Centre

1

ENGINEER YOUR FUTURE



# Your own event page



## Events Map

Use the Map below to search for NEM events in your area!

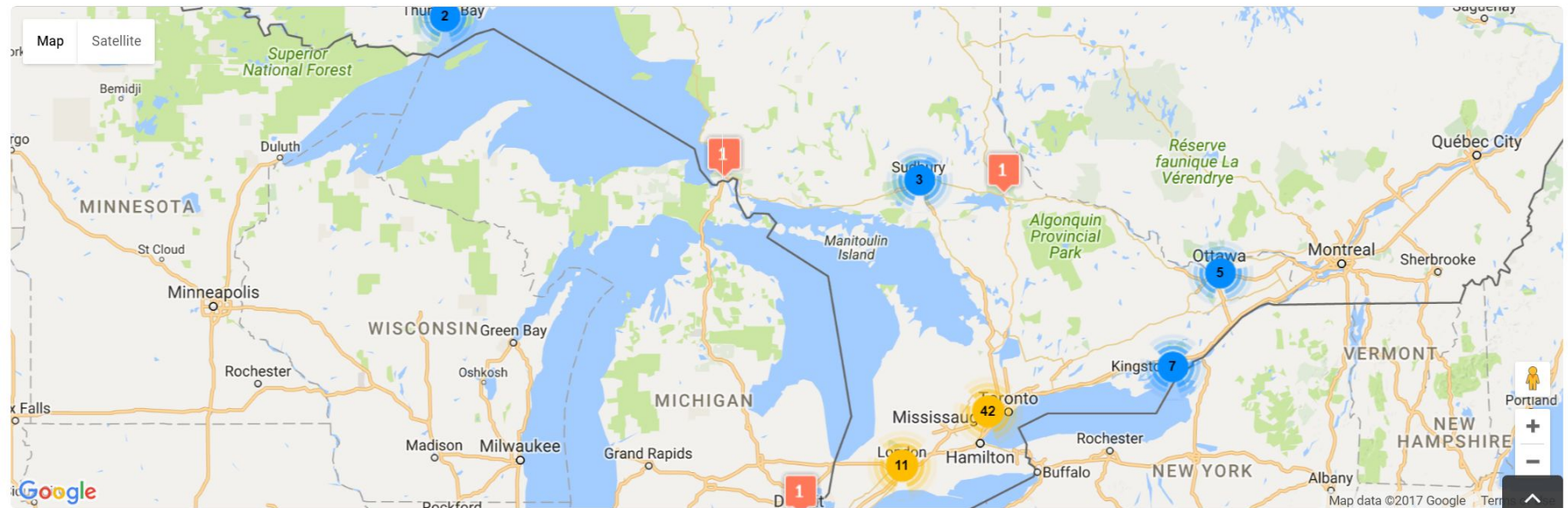
Click the pin to find out more about each event.



CURRENT MONTH

**MARCH, 2017**  

FILTER EVENTS



# Amplifying during your Event



- Take pictures
- Take videos
- Note key messages that your event presented
- Note key things that the participants said, did, especially liked (from interviews or participant surveys)
- Find a way to share - either through traditional media or by doing it yourself - ideally BOTH

# Amplifying after your Event



- Send us your pictures, videos and event write-ups
- Post them yourself
- Send us links to coverage you've found
- Send links to the write-ups you've done
- High fives! It feels good to be recognized for our achievements and getting written up in the media is no exception
- Thank the reporter/journalist who gave you that coverage and maintain that connection for future events



TV RADIO NEWS SPORTS MUSIC ARTS LOCAL ▼ MORE ▼

WATCH

LISTEN

LOG IN

SEARCH CBC.ca...



**CBCnews** | Windsor

**LIVE** Windsor More Streams

Radio One

Listen Live

**97.5** FM  
radio one 91.9 FM

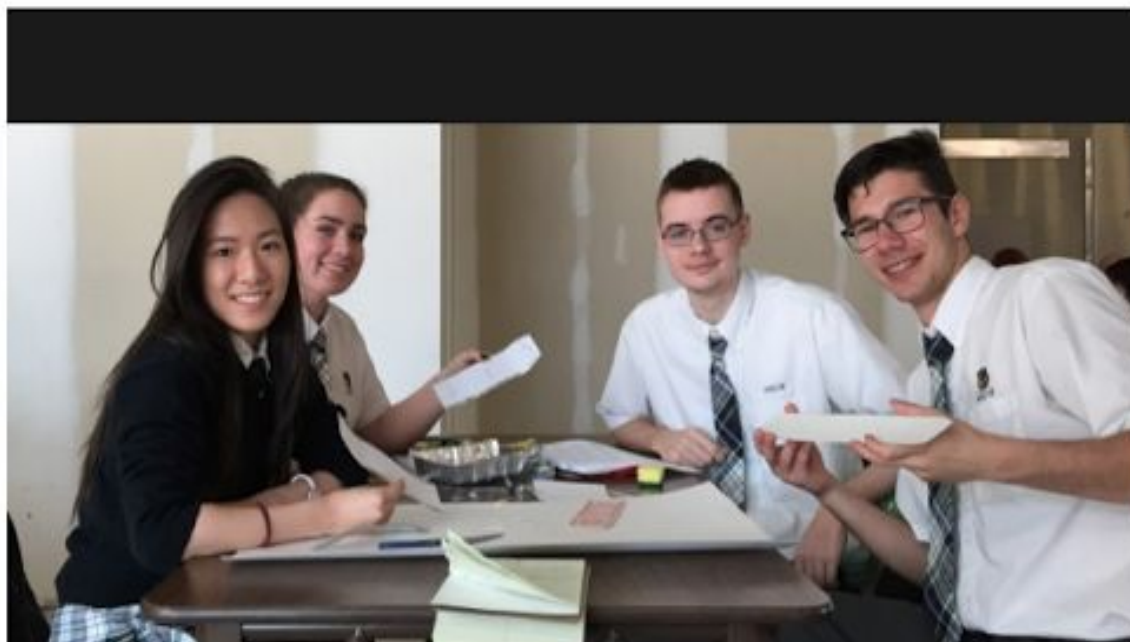
Home World **Canada** Politics Business Health Arts & Entertainment Technology & Science Trending Weather Video

**Canada** Windsor Photo Galleries

# Aspiring engineers take flight at the University of Windsor

Competition designed to get students thinking outside the box, organizers say

CBC News Posted: Mar 24, 2015 8:28 PM ET | Last Updated: Mar 24, 2015 8:23 PM ET



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FEB 11 - 20:30 ET / 17:30 PT

 **STREAM LIVE ON**  

# Social media channels



- **Facebook**
  - National Engineering Month Ontario
  - #NEM2017
- **Twitter**
  - @NEMOntario
  - #NEM 2017
- **Instagram**
  - @NEMOntario
  - #NEM 2017
- **LinkedIn**
  - National Engineering Month Ontario
  - #NEM 2017

# Secrets to Social Media Success



- Post regularly - a few times a week minimum
- Share your experiences in getting ready for your event, interesting tidbits for your audience
- Start conversations on topics you're interested in
- Be generous with your sharing/retweeting and personal messages
- Use the campaign hashtag #NEM2017 and the theme:

*There's a place for you in Engineering and Engineering Technology! #aplaceforyou*



# Posting Guidelines



- **Complete your profile**
  - Leave a link to your other social media accounts (Twitter and Facebook, Instagram, LinkedIn) on your other profiles and website.
- **Thematic**
  - Use your concept cloud to establish a theme
- **Consistency**
  - Build momentum through regular posting before the event (4-5 times a week)
- **Ethics**
  - You are representatives of the Engineering and Engineering Technology profession, NEM, and its partner organizations (PEO, OACETT, OSPE, EWB)

# What do I talk about?

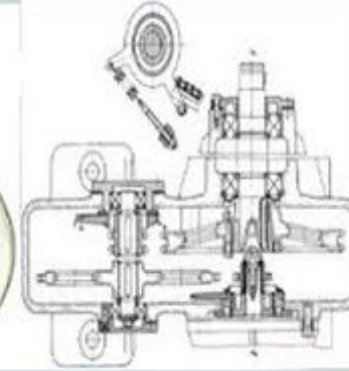
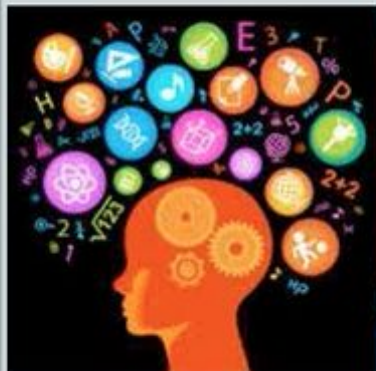
- Create your 'Concept Cloud'

- Unite your team under a cohesive series of themes



- e.g. NEM Concept Cloud has key themes:

- Creativity, Sustainability, Future, Society/Development, Diversity, Water, Safety, Global Scope, Innovation, Teamwork.





# What Do I Talk About: Concept Cloud



1. Identify the Themes in NEM Ontario Messaging
  - Engineering and technology solutions to a diverse set of **21<sup>st</sup> century challenges** require a **diversity** of thinkers: There is a place for you in Engineering and technology!
  - Engineering and technology shape the world around us: **yesterday, today and tomorrow**
  - Engineering and technology **apply creativity and imagination to turn ideas into reality**
  - Engineering and technology are essential to the **safety, health, happiness, comfort** and efficiency of our friends, family and distant neighbors. Locally and globally, people are working for people: **Engineers and engineering technologists make a world of difference!**
2. Identify baseline themes: “engineering” and “technology”
3. Combine 1 and 2 to create your concept cloud (eg., NEM Ontario Concept Cloud)

# What do I talk About: Sample Concept Cloud



## Diversity

- Diverse set of 21<sup>st</sup> century challenges require a diverse set of thinkers
- Creativity, collaboration, communication, system thinkers

## Societal Impact

- Shaping the world around us: yesterday, today and tomorrow
- How could we better live together? Solving problems, unlocking human potential, protecting the planet
- Sustainability, poverty, social justice

## Global Scope

- Locally and globally, people working for people
- Make a world of difference
- Engineers working to solve problems at a system-wide, country wide level
- Ideas, projects and innovations from around the world

# What do I talk About: Sample Concept Cloud



## Future

- What does the future look like? What could it be? What should it be?
- What is possible using engineering and technology

## Creativity

- Apply creativity and imagination to turn ideas into reality
- Aesthetic and moving
- Anything that shows concept to reality development curve
- Everything that exists today was once just an idea: Engineering and technology bring ideas to life

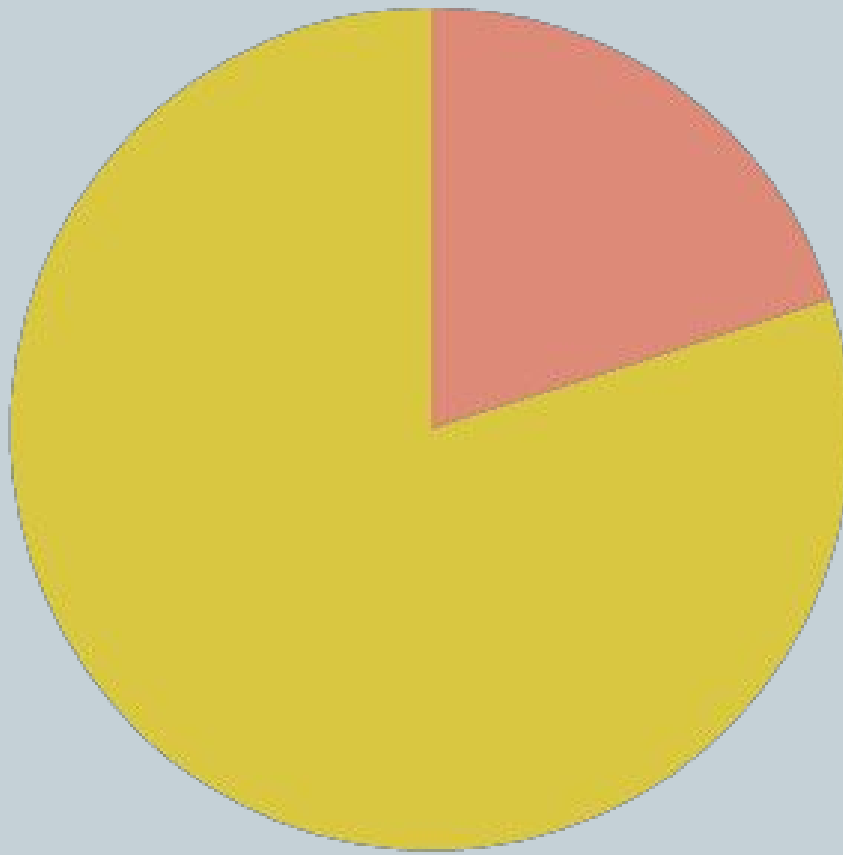
## Safety and Happiness

- Is essential to the safety, comfort and happiness of our friends, family and distant neighbors
- Engineers: Trying to make things not catch on fire since 1975 :P

# Social Media is Social (Think Cocktail Party)



## Rule of Thumb



- Blasts with Content
- Social and Conversational Posts

# Break the Ice on Social Media



- How will you celebrate #NEM2017?
- What made you choose #engineering or #engtech?
- What are the most important challenges you solve in your work?
- Who are the people your work helps you serve?
- Just \_ more days until our event! Are you coming?
- ... as well as 'Check out our event' and 'You're invited'

# What does your audience care about?



- Engineering and technology news
  - Your target audience may use Facebook as Twitter as their primary news sources



**SYDNEY**

[View my profile page](#)

**3,328**  
TWEETS

**143**  
FOLLOWING

**135**  
FOLLOWERS

Compose new Tweet...

Who to follow · [Refresh](#) · [View all](#)



**PURITY RING** @PURITY\_RING

Follow



**SBTRKT** @SBTRKT

## Tweets



**CNN Breaking News** @cnnbrk

3m

Toronto Mayor Ford on recent Creole-babbling episode in restaurant:  
"I had a minor setback." [cnn.it/1bjclIT](http://cnn.it/1bjclIT)

Expand

Reply Retweet Favorite Buffer More



**Stan Meyers** @StanMeyers

38m

@dwalker\_I Going a step further @MINDDRIVEorg students built an  
electric car "powered by social media" & drove from KC to DC!  
[#bigbeacon](#)

Retweeted by Erica L G, P.Eng.

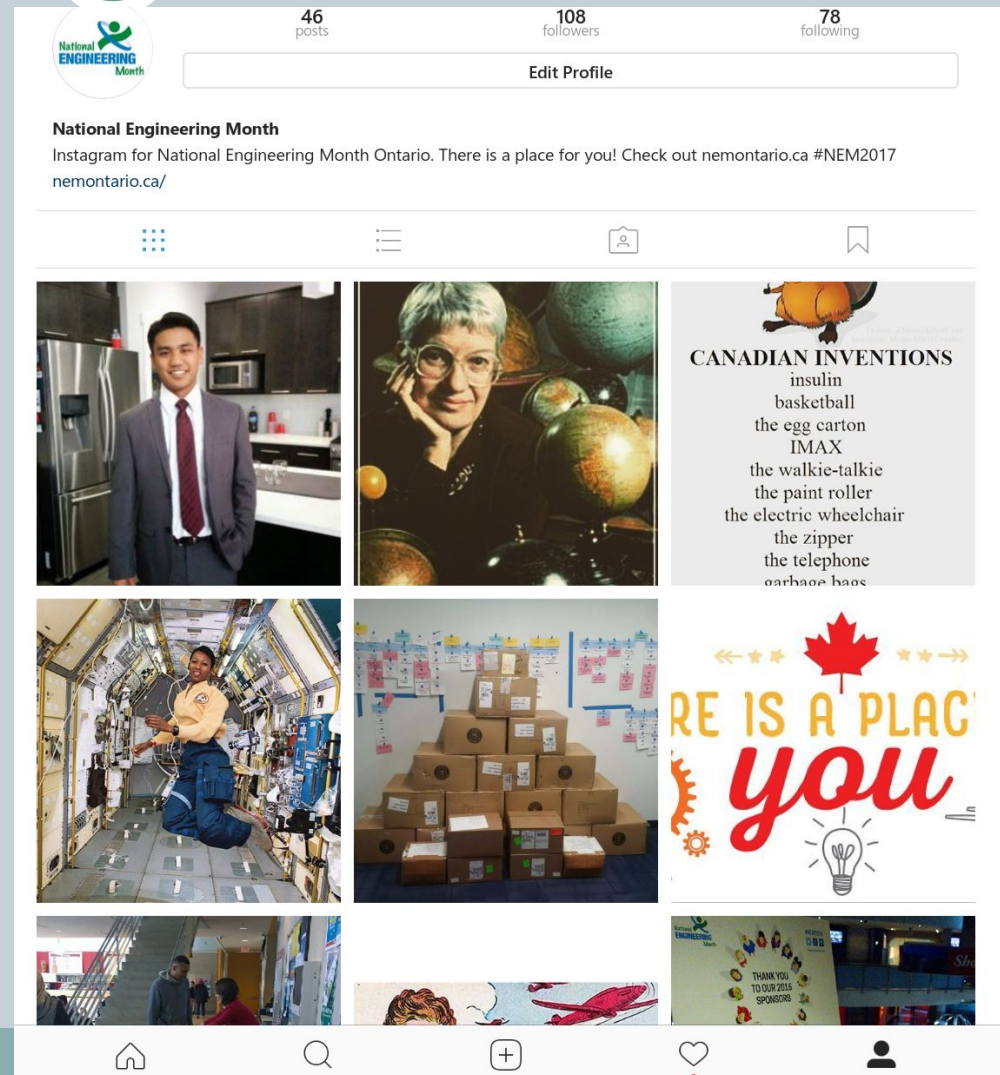
View conversation Reply Retweet Favorite Buffer More

# Instagram



- Why use it?

- Instagram has the most engaged users compared to other social media platforms!
- Share photos and short videos, along with hash tags

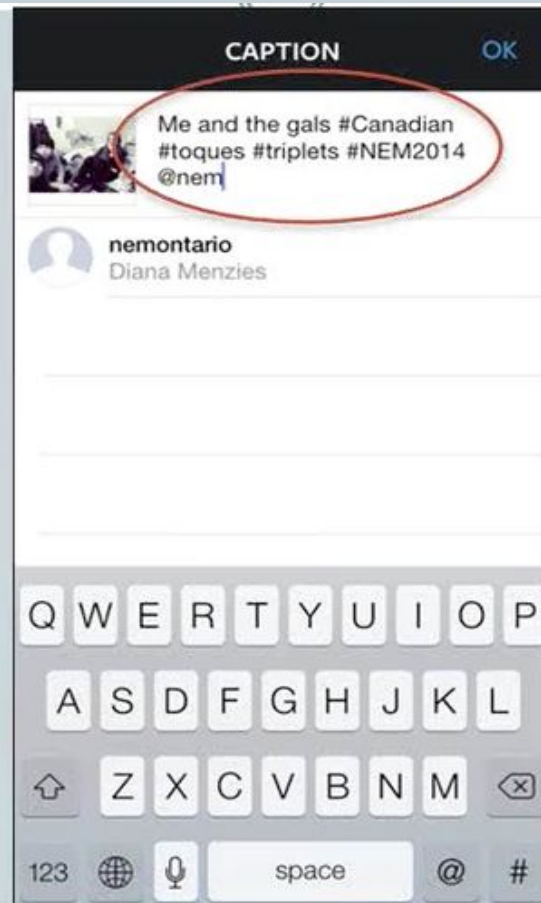
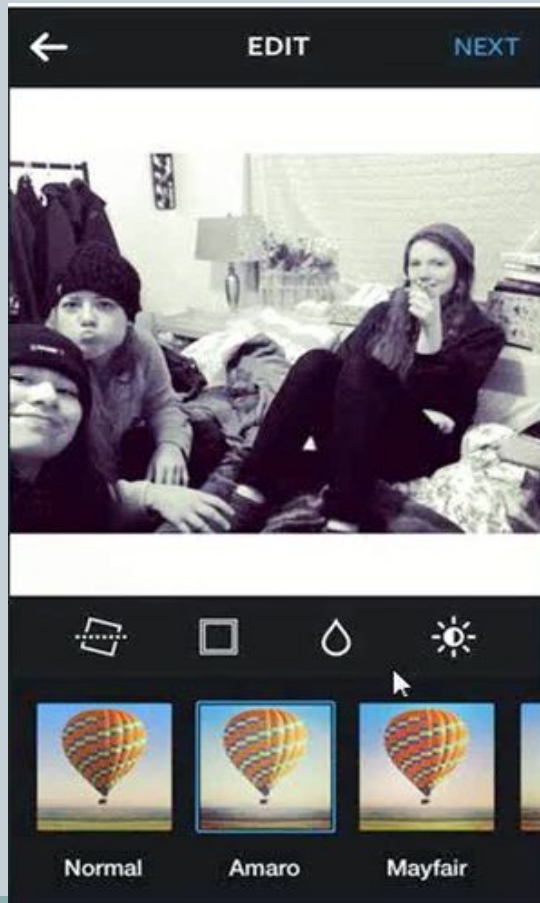




# Getting Started on Instagram



- Add effects, description and hash tags











# Explore Using Hashtags




# What About Facebook?



 National Engineering Month Ontario 


Home    

Page Messages Notifications Insights Publishing Tools Settings Help ▾





National Engineering Month Ontario  
@nemontario

Home  
About  
Services  
Reviews  
Photos



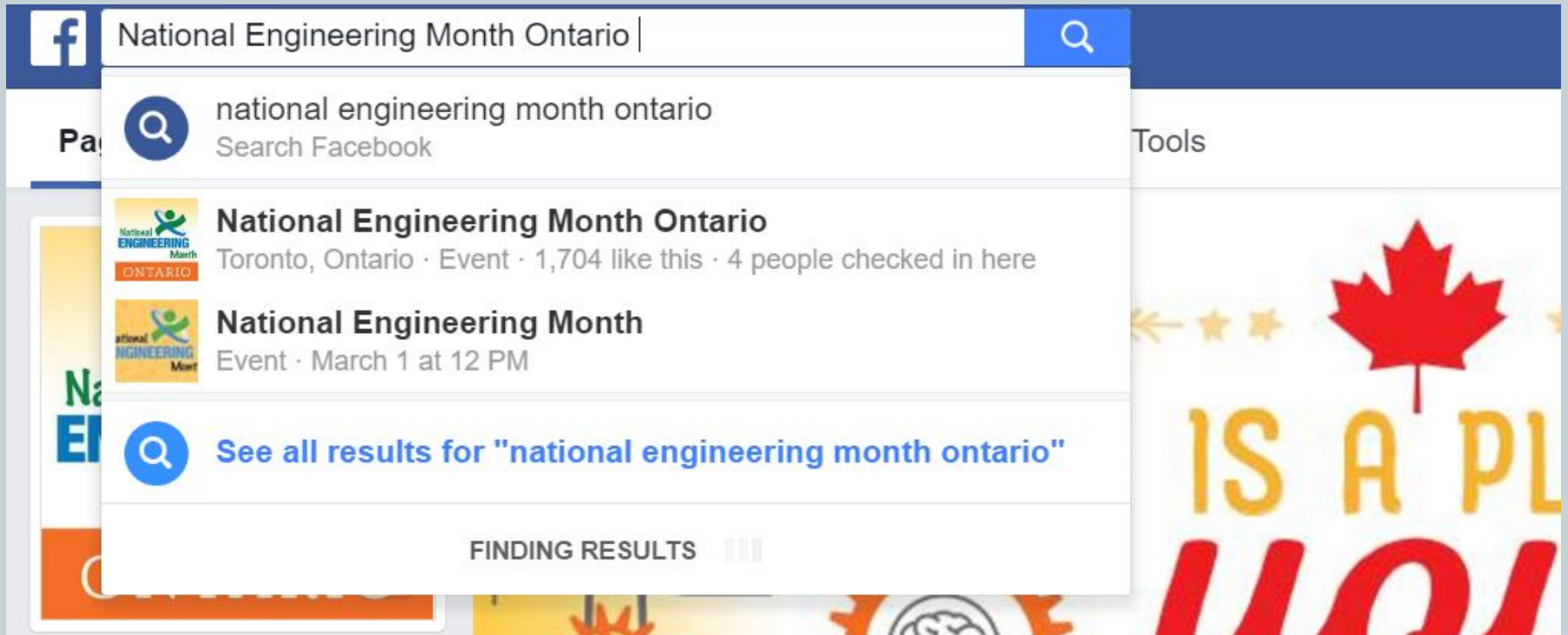
Like ▾ Following ▾ Share ...

Learn More 

Write something... 

Event in Toronto, Ontario  
5.0 ★★★★★

# Who Do I Follow?





# Who do I Follow?





## Engineers Canada | Ingénieurs Canada

1,324 likes · 20 talking about this

Non-Profit Organization  
The national association of Canada's engineering regulatory bodies. / L'association nationale des organismes de réglementation du génie au Canada.

About · Suggest an Edit



1,324 Likes

### More Pages You May Like



IEEE Technical ...  
Like



Engineering for...  
Like



ASME (America...  
Like



Techniques de l...  
Like



Ordre des Inge...  
Like



UOttawa  
Like

· See More Suggestions

# Who do I Follow?



- **Facebook:**

- Engineers Canada
- Our NEM founding partners: PEO, OACETT, OSPE and local chapters
- Engineers without Borders Canada (and your local chapters)
- First Robotics Canada, Actua, EngSpire, ScienceExpo
- Women in Engineering, ONWiE, WiSE
  
- Other organizations with a similar mission
- And see who they are following

# Share with others - 'Tag' your friends



National Engineering Month Ontario shared a link.  
January 13

Engineering or technology professional in the GTA? We help fire up some young girls about engineering and technology during National Engineering Month this year. Sign up for Girl Guides NEM out-of-this world activity 'Mission to Mars'! More details here.

[Http://nemgirlguidesvolunteers.eventbrite.ca/](http://nemgirlguidesvolunteers.eventbrite.ca/)



National Engineering Month Activity (Girl Guides) Volunteer Sign Up  
[www.eventbrite.ca](http://www.eventbrite.ca)

This is the sign up to volunteer for the National Engineering Month activities for Girl Guides in the greater Toronto Area.

Unlike · Comment · Share

You and National Engineering Month Ontario like this.



@Rebel



Rebecca Keevil

21 people



National Engineering Month Ontario shared a link.  
January 13

Engineering or technology professional in the GTA? Want to help fire up some young girls about engineering and technology during National Engineering Month this year? Sign up for Girl Guides NEM out-of-this world activity 'Mission to Mars'! More details here.

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This is the sign up to volunteer for the National Engineering Month activities for Girl Guides in the greater Toronto Area. If

Unlike · Comment · Share

You and National Engineering Month Ontario like this.



Rebecca Keevil this sounds like something for you!

# Why Tweet?



**Rose-Marie Almond** @RoseMarieAlmond

Jan 21

First sneak preview of the National Engineering Month crests! I'm super excited! :) @NEMOntario @girlguidesofcan  
[pic.twitter.com/dlxa9OpJao](http://pic.twitter.com/dlxa9OpJao)

Retweeted by NEM Ontario



2  
RETWEETS

2  
FAVORITES





# Who do I follow?



- **Twitter:**

- @NEMOntario
- @OACETT, @OACETTPres
- @PEOLakeOntario, @PEOMC, @PEOQuinte, @PEO\_SM
- @EWB, @EOTEWB
  
- @KimAllenPEng
- @AnnetteBergeron
- @Cmdr\_Hadfield
- @engineerylfe, @RoseMarieAlmond
- And see who they follow, and tweet to...



# Connecting with others – Retweet (RT)



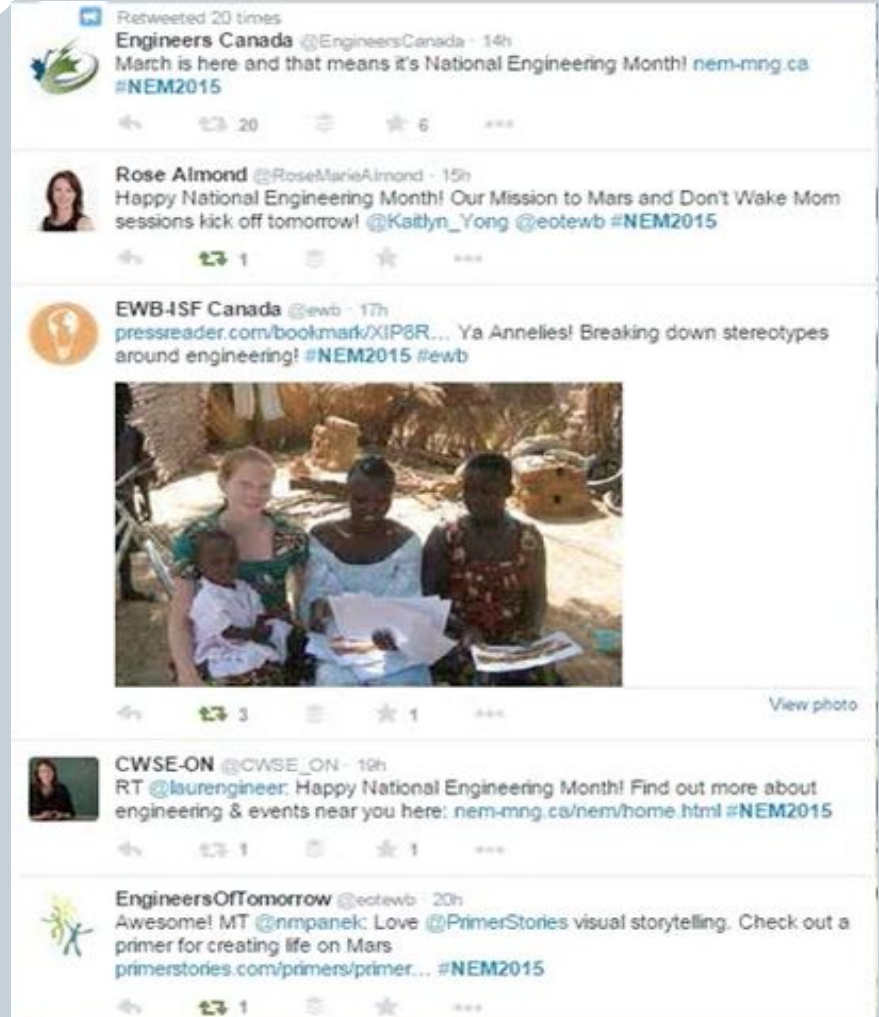
- Share people's tweets to your followers with the RT



# Before Your Event



- Use hashtags to gather excitement around your next event
  - #NEM2017
  - #engineering
  - #outreach
  - #engculture
- Not too many



# During an event



- Engage with your audience by 'live-tweeting'
- Send many tweets in a row to create a 'running commentary' of what is going on
- Powerful way to share main idea and/or pics from the event
- Brings your online audience into the room



Erica L G, P.Eng. @engineeryrlife

Jan 12

Closing of the What's next for #engineering panel w @sydneyspice @deg511 @PamelaRogalski at @RethinkEWB thin #EWB2014  
[pic.twitter.com/s31BCMMaZb](http://pic.twitter.com/s31BCMMaZb)



Expand

Reply Retweet Favorite Buffer More



Erica L G, P.Eng. @engineeryrlife

Jan 12

Sometimes most ethical thing = bring in further expertise. Engineers have financial + moral responsibility to do good work. @RethinkEWB

Expand

Reply Retweet Favorite Buffer More



Erica L G, P.Eng. @engineeryrlife

Jan 12

The web brings both transparency + pluralism to the question of #engineering ethics : @deg511 at @RethinkEWB #EWB2014

Expand

Reply Retweet Favorite Buffer More



# A great Tweet/Instagram Post: Survey Results



NEM Ontario @NEMOntario · Feb 27

We love this! Feedback from a grade 7 participant of a 'Mission to Mars' workshop by the @eotewb team #NEM2015

7. What did you learn about engineering and technology today that you didn't know before?

I thought engineering wasn't fun, but now I know it's fun.



6



1



[View photo](#)



# Other Great Hashtags

- #NEMOntario
- #engineering
- #technology
- #engtech
- #innovation
- #iengineer
- #worldofdifference
- #shapethefuture
- #healthsafetyhappiness
- #BigBeacon
- #engculture
- #aplaceforyou
- #engineeringselfie
- #IAmEngspired

(note hashtags are not case-sensitive)



**uOttawa Engineering** @uOttawaGenie · 1h

Want to learn more about how to succeed? Join us for an evening with recent grads who have amazing careers | [#NEM2017 bit.ly/2m9hqdS](#)



2 1



**Rose Almond** @RoseMarieAlmond · 18h

[#NEM2017](#) [#superEngineers](#) program training is now online!



## Super Engineers Program Training

This is the complete workshop training video which goes alongside our facilitator guide for the Super Engineers program. The complete facilitator guide, prog...

[youtube.com](#)

1



Glenn McGillivray follows



**IIOttawa** @IIOttawa · 3h

Looking forward to seeing our friends @PalladiumInsce Kanata for [#NEM2017](#)

1

# If you're feeling overwhelmed...



- Focus on using the tools you have well – no need to be on every platform
- Brainstorm the overall goals with your team – mix up online/social media engagement with old-fashioned techniques

# See You Online!



@nemontario #NEM2017  
#engineering #engtech #technology  
#aplaceforyou  
[www.nemontario.ca](http://www.nemontario.ca)



Professional Engineers  
Ontario



engineers without borders  
ingénieurs sans frontières  
Canada



ONTARIO  
SOCIETY  
OF PROFESSIONAL  
ENGINEERS