Tomorrow's Engineers Week 2018 Big Assembly Social Media Guide

#TEWeek18

Tomorrow's Engineers Week

Get involved:

Tomorrow's Engineers Week (#TEWeek18) takes place from 5-9 November 2018 and aims to change perceptions of engineering among young people, their parents and teachers and to inspire future engineers.

As part of this week, we are staging the first Tomorrow's Engineers Week Big Assembly.

At 10.30 on 7 November 2018 you are invited to hear inspiring stories and watch films of engineers on a mission to use their skills to make the world a better place with the first Tomorrow's Engineers Week Big Assembly. The Assembly will also be available on demand afterwards.

Please share this information on social media. We've provided some suggested tweets below, but please use #TEWeek18 and #BigAssembly so we can see what you write! Also, please share the sign up form on Facebook and LinkedIn: **bigassembly.org**

The Tomorrow's Engineers Week Big Assembly is sponsored by leading professional institutions:

Key channels:

– facebook.com/TomorrowsEngineers
– twitter.com/Tomorrows_Eng
– twitter.com/bigassembly
– youtube.com/TomorrowsEngineers
– instagram.com/tomorrowsengineers
– #TEWeek18
– #BigAssembly

Sponsors:

COMPUTING AT SCHOOL
EDUCATE · ENGAGE · ENCOURAGE
Part of BCS, The Chartered Institute for IT

ENGINEERING
TAKE A CLOSER LOOK

EngineeringUK

ice 200
Institution of Civil Engineers

IET The Institution of Engineering and Technology

Institution of MECHANICAL ENGINEERS

Supporters:

East Midlands Apprenticeships Ambassador Network

energy institute

GetMyFirstJob
Where it all starts.

IMarEST
Institute of Marine Engineering, Science & Technology

Learn Live

NAFEMS

work pays
small change big difference

Suggested tweets:

What's the #BigAssembly all about? It's the biggest careers webinar for everyone. Join @BigAssembly on 7 November! #Savethedate #TEWeek18 www.bigassembly.org

Do you have questions to ask about engineering #careers? Join the #BigAssembly on 7 November 2018 at 10:30 GMT #TEWeek18

The @Tomorrows_Eng #BigAssembly is a day for everyone, anywhere, to learn about careers in engineering on 7 November! #Savethedate #TEWeek18. Register now: www.bigassembly.org

The #BigAssembly will be live on 7 Nov from 10:30! Tell @ BigAssembly where you are going to be watching from #TEWeek18.

The @Tomorrows_Eng @BigAssembly team are preparing for the biggest careers webinar. Be a part of it! www.bigassembly.org

Sign up for the first #engineering focussed #BigAssembly as part of #TEWeek18 www.bigassembly.org

Follow @BigAssembly for the latest updates on the live #TEWeek18 broadcast on 7 November for #TEWeek18 www.bigassembly.org

Key Twitter Terms:

Tweet: A 280-character message.

Retweet (RT): Re-sharing or giving credit to someone else's tweet.

Feed: The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

Twitter Handle: Your username.

Mention (@): A way to reference another user by his username in a tweet (e.g. @bigassembly @Tomorrows_Eng). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

Direct Message (DM): A private, 280-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you.

Hashtag (#): A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #bigassembly). A hashtag is a tool that will allow others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

How to be an effective Twitter user:

– Keep Tweets longer than a word long.

– Listen to your Twitter following.

– Respond to Twitter followers when you can add value to the conversation.

– Tweet at least once a day.

– Fill in your profile and biography so that new people know why they should follow you.

– Use your own picture as a profile photo.

– Whenever you're tweeting or referencing another Twitter user, use their name with an @ sign in the front so that you can mentioned them and other users can see who you're talking about.

– Use hashtags to give context to updates that may not make sense otherwise.

The BIG Assembly
10.30 7th November