



*national*  
**ENGINEERING**  
**MONTH**

## Campaign toolkit

## What you'll find in this toolkit

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|                                                                         |   |
|-------------------------------------------------------------------------|---|
| What you'll find in this toolkit .....                                  | 2 |
| What is National Engineering Month?.....                                | 2 |
| What are the aims of the campaign?.....                                 | 2 |
| How you can participate – share your story online .....                 | 3 |
| How you can be part of the celebration: .....                           | 3 |
| Examples for inspiration – posts, photos, and videos .....              | 3 |
| NEM social media frame—another way to show your engineering pride ..... | 5 |
| How you can participate – engage with the campaign offline .....        | 5 |
| Events.....                                                             | 5 |
| Sample press release & op-ed .....                                      | 5 |
| Resources for teachers .....                                            | 5 |

## What is National Engineering Month?

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Engineers Canada is proud to present National Engineering Month (NEM)— an annual national campaign that takes place during the month of March. The campaign is designed to spark an interest in the next generation of engineering professionals and foster recognition of the value of the engineering profession to society.

NEM is Canada's largest celebration of engineering excellence. During NEM, thousands of parents, teachers, students, and aspiring engineers interact with engineers and others who volunteer their time to host events and participate in our social media campaign to share their stories about how rewarding a career in engineering can truly be.

## What are the aims of the campaign?

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The NEM campaign strives to support diverse youth in making decisions about a possible future in engineering and celebrates the role that engineers play in society. This year's theme is "There's a place for you" celebrating the diversity of thought, opportunities, and people that make up the profession. We do this by:

1. Supporting educators and organizations that work closely with youth to build their students' curiosity about engineering and STEM.
2. Working with engineering students and seasoned professionals to broaden the next generation's perception of engineering and STEM through storytelling.
3. Creating a sense of belonging within the profession.

For more information contact Kim Bouffard, Manager, Outreach at [Kim.Bouffard@engineerscanada.ca](mailto:Kim.Bouffard@engineerscanada.ca).

## How you can participate – share your story online

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Throughout the month of March, Engineers Canada is asking engineers and engineering firms to post videos and/or pictures to their social media using the hashtag #NEM2020. We are also encouraging them to celebrate engineering by adding our National Engineering Month frame to their social media profile for the month of March.

### How you can be part of the celebration:

1. Reach out to your staff/colleagues and encourage them to participate in this year's social media campaign by posting a video or photo. They can also add the National Engineering Month frame to their social media  
AND/OR:
2. Encourage your company to participate in this year's campaign by featuring their diverse staff and projects.

Engineers Canada will help to promote your posts on our website and through our social media by liking, sharing and commenting on your posts.

### Examples for inspiration – posts, photos, and videos

While Engineers Canada is active on Twitter, Facebook, and LinkedIn, we encourage others to use any social media platform on which they are active or which they feel allows them to best reach their intended audience and goals.

Tip: Start by following @EngineersCanada on Twitter and Facebook, and search **#NEM2020** or **#NEGM2020** to view campaign activity thus far.

Here are a few sample posts. Please feel free to get creative in sharing your engineering stories:

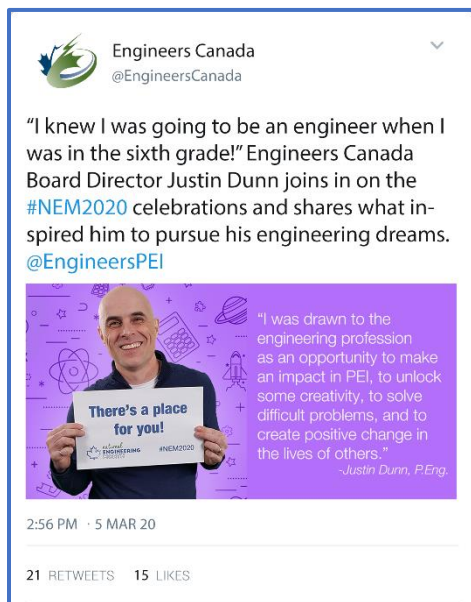
- **ENGINEERS:** add the NEM2020 frame to their social media profile(s) and share why you love being an engineer (picture or video) on social media with tagline "There's a place for you." We'd encourage you to take this photo or video from your engineering workplace—whether it be an office or a worksite—as we attempt to demonstrate the varied careers that engineering can offer.

- **ORGANIZATIONS:** profile the engineers in your organization, celebrate the role they play in your organization, or showcase the work that they're doing and the impact it has on society. If you're hosting events for NEM, promote them on social media.
- **STUDENTS:** post a short video that explains "why I want to be an engineer" with tagline "There's a place for you" and/or post a picture using the #NEM2020 or #NEGM2020.
- **EDUCATORS:** post a group picture with students/youth holding up signs of their name and/or why they want to be an engineer/STEM professional.

For example:



[\(Click to see sample video\)](#)



## NEM Facebook frame—another way to show your engineering pride

Throughout the month of March, we are encouraging engineers, engineering students and engineering firms to use our National Engineering Month Facebook frame by adding it to their profile picture. This will help to spread awareness about the month and is a great way to show your love for the profession.

**Find it on Facebook starting on February 28, 2020.**

## How you can participate – engage with the campaign offline

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### Events

In addition to the online campaign there are hundreds of events taking place across the country. Some flagship events will be organized by the provincial and territorial engineering regulators, however there will also be several events organized by youth groups and academic institutions from across Canada.

If you have an event that you would like us to promote, please fill out the online form [here](#).

### Sample press release & op-ed

Should your organization wish to issue a press release, there is a sample below that can be adapted to fit your organization's needs. The press release can be shared with local media at the beginning of NEM or when organizing a NEM-related event.

- Sample press release can be found [here](#).

*\*Note that this is only intended as a sample and was used by Engineers Canada during the 2019 campaign. Please update to reflect your organization's messages.*

- Sample op-ed can be found [here](#).

*\*Note that this is only intended as a sample and was used by Engineers and Geoscientists British Columbia during the 2019 campaign. Please update to reflect your organization's messages.*

### Resources for teachers

Looking for new ways to engage your k-12 students in STEM? We've created a free Teacher Toolkit made up of our favourite engineering activities from across the country. Each activity has been implemented in the classrooms with great feedback from students and teacher.

Access our toolkit [here](#).