General Formula
• 3-5 posts per day, scheduled over strategic time
• Strategic time as follow:
  ➢ 0730 – 0830: Early morning, young professionals on trains/buses on their way to work
  ➢ 0900 – 1030: Morning tea time for young professionals, university students begin their day
  ➢ 1130 – 1330: Lunch break
  ➢ 1400 – 1530: Afternoon tea
  ➢ 1700 – 1830: Post work, young professionals on public transport on their way home
  ➢ 1900 – 2030: Post dinner chill
(based on typical working professional and university student in Perth)
• Posts can be articles, photos and/or videos
• Each week there is a different theme
• Every Friday 4pm will be the final post for the week to summarise what happened over the week with an accompanying photo featuring any location around Perth and/or Western Australia

Week 25 (Week beginning 19 June 2017)
Theme : Women in Engineering/STEM/Gender Equality
Important date : 23 June 2017 – International Women in Engineering Day
Stakeholders : The IET Women’s Network

Relevant Hashtags
• #9PercentIsNotEnough
• #WomenInEngineering
• #GenderEquality
• etc.

Content Suggestion
• Benefits/ importance of having women in engineering and/or STEM
• Importance of gender equality at workplace
• How to encourage girls to be involved in STEM
• etc.

Useful Resources
• E&T Magazine
• IET Women’s Network (Facebook page or website)
• Google
• The Conversation
Week 26 (Week beginning 26 June 2017)
Important Date : 30 June 2017 – End of Financial Year

Content Suggestion
This week there is no special dates so there are few options:
• Choose a soft skill to highlight (e.g. public speaking skills, interpersonal skills, communication skills etc.)
• Choose a theme relevant to young professionals (e.g. how to prepare cover letter and resume etc.)
• Post relevant industry updates and/or interesting happenings in the engineering sector
• etc.

Useful Resources
• E&T magazine
• Interesting Engineering
• Mashable
• Tech Crunch
• WAToday
• The West Australian
• etc.