

# Sample PR Strategy for Companies

### Pre-Event PR (4-6 weeks before)

Focus: Announce participation + invite involvement

- Press release announcing commitment to Engineer Week
- Blog post/LinkedIn article from leadership
- Email blast to employees + partners
- Social media countdown posts
- Announce key event dates

PR Tip: Emphasize community impact and workforce development—not just celebration.

# **During Engineer Week (Daily Content)**

Focus: Visibility + storytelling

- "Meet the Engineer" daily features
- Live social media from events
- · Short videos of hands-on activities
- Hashtag engagement (#EWeek2026 #FutureEngineers)
- Partner shoutouts (schools, nonprofits, ACEC, DiscoverE)

**PR Tip:** Capture photos of volunteers with students—these are gold for annual reports.

#### **Post-Event PR**

Focus: Impact + community value

- Post-event recap press release
- Impact Infographic
- Employee volunteer highlight video
- Thank-you message to partners
- LinkedIn posts summarizing key outcomes (hours volunteered, students reached, etc.)

PR Tip: Build a "Year-Round STEM Engagement" narrative to show ongoing commitment.

## **Optional "Wow Factor" Add-ons**

Other ways to stand out and amplify participation:

- Executive Video Message Kit (prompts + filming tips)
- Youth Engagement Toolkit
  - o Career path worksheets
  - o "What engineers do" printable posters
- Mentorship Match Guide
  - For companies interested in sustained outreach
- Media Pitching Guide
  - How to pitch local reporters
  - Sample pitch emails
- Partnership Directory