Young Members' Group Handbook

Contents

1. Introduction

Introduction

Young Members' Groups are a wonderful way to form communities that suit the needs of young structural engineers in your Regional Group.

By forming a Group you really are making an invaluable contribution to Institution life and to the profession, creating a forum for useful events like lectures and site visits, for networking with peers at a similar career stage, and for discussion about our unique, creative, dynamic profession.

This guide should provide you with all you need to make a success of your Group.

Thank you for investing your time and energy. Your efforts are a vital contribution to building a bigger and better Institution for our members all around the world.
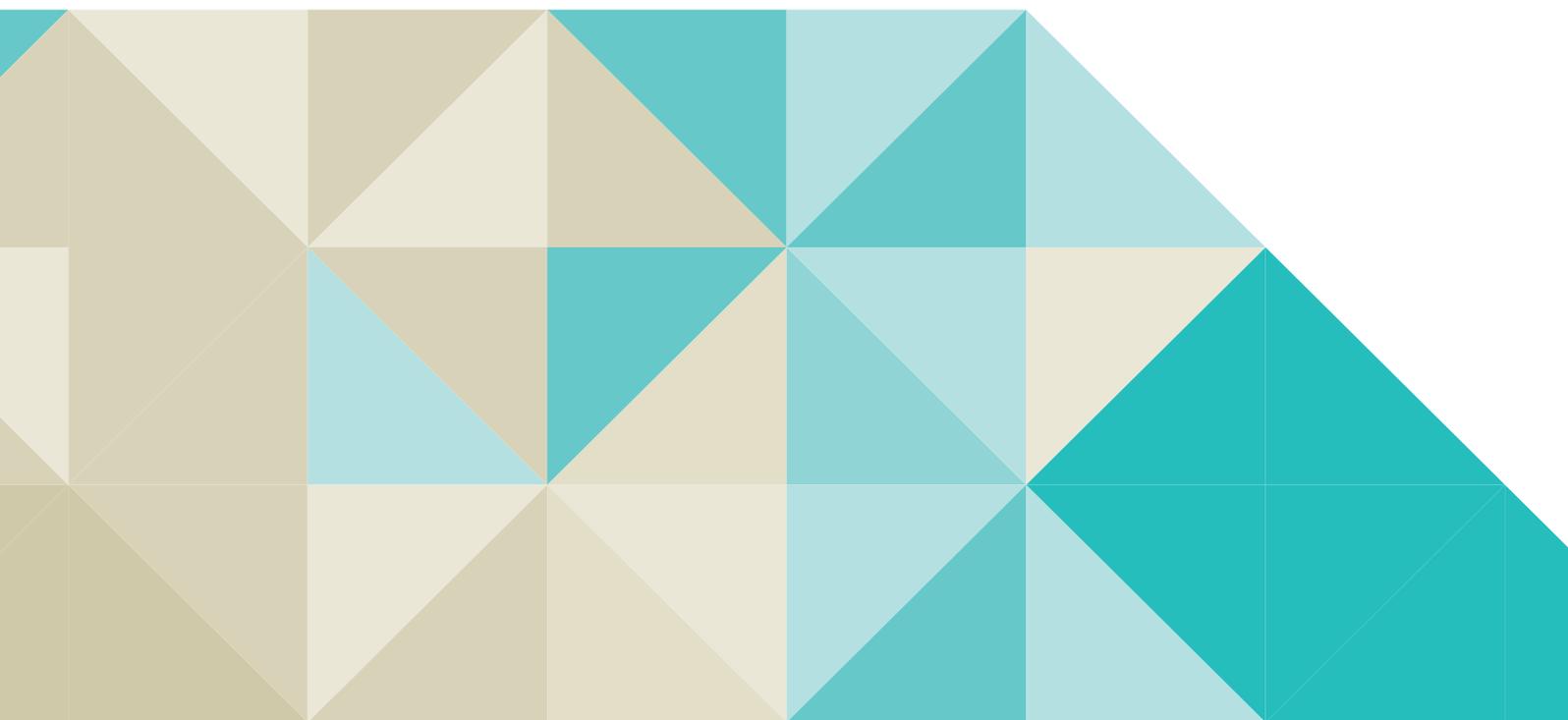
2. Young Members and the Institution – background
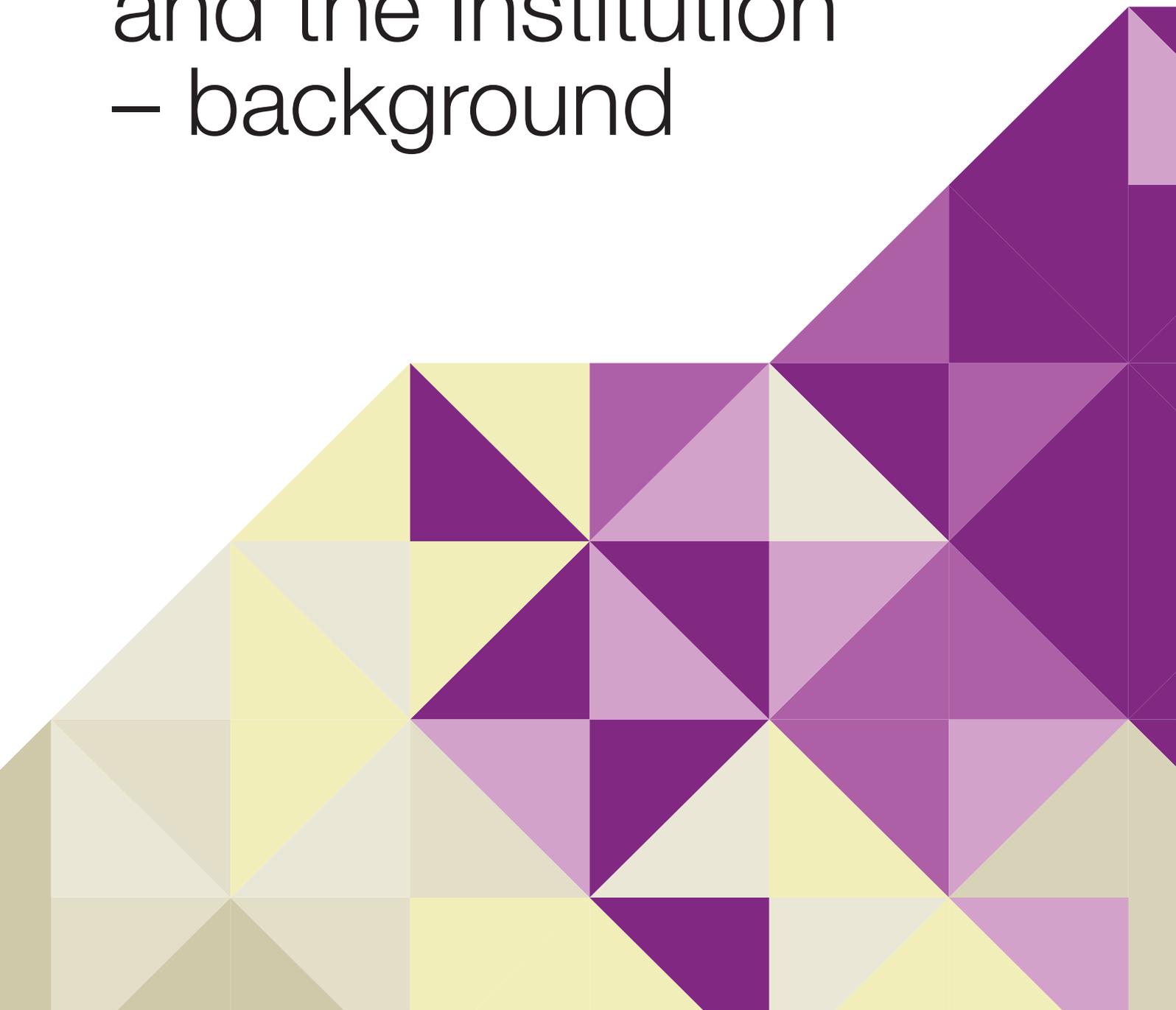
Young Members and the Institution – background

The Institution is honoured to have young members, they are the future of structural engineering. They are innovative, creative and are equipped to meet challenges head on. Young Members are formally represented within the Institution in two ways: firstly, in the Young Members' Panel which is part of the Institution's governance structure, secondly via Young Members' Groups, which are set up and run within each Regional Group.

2.1 Young Members' Panel (YMP)

The Young Members' Panel (YMP), was established in December 2000 with the aim of representing young members on a range of Institution topics, developing new initiatives, and promoting structural engineering and the Institution to young members.

Membership of the YMP is both national and international and is a good way to play an active role in industry developments and form lasting partnerships with relevant organisations and government agencies.

The YMP reports to Council and meets three times a year (January, July and November). After each YMP meeting an appointed Graduate Member is invited to present a verbal report to Council. Provision is also made for four UK and four internationally based Graduate Members to formally sit as members of Council with full voting rights. This empowers the voice of younger members of the Institution to be represented at Council.

The panel consists of up to 15 members (in any grade of membership) under the age of 35. Nominations to join the Institution's committees and panels are invited annually from Regional Groups, and any upcoming vacancies are filled. This process usually takes place in November and December, with new committee and panel members commencing their roles from the start of the following year.

The main activities of the YMP are to:

▸ Act as a conduit for young members at Council meetings and liaise with the Membership Committee, the Education Committee and other relevant committees/panels

▸ Represent the views of younger members of the profession on a range of Institution activities and events, some of which may be organised by other Professional Engineering Institutions (PEIs) and organisations

▸ Deliver talks or workshops at universities and colleges

▸ Participate at STEM events

▸ Support the Institution's policy, growth and strategy on matters related to young members

▸ Develop new initiatives for young members through short and long term strategic plans that support the Institution's agenda on membership, education and other matters relevant to young members

▸ Engage with Young Members' Groups, in order to forge closer ties with the YMP

▸ Plan and deliver an annual Young Members' Conference
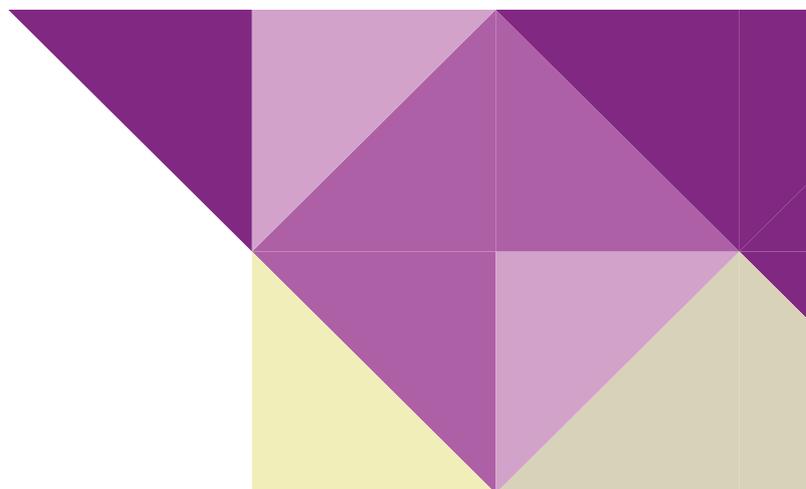
2.2 Young Members' Groups (YMGs)

Just over a third of our 28,000 members are under 35 – something we're really proud of and we are keen to harness the energy, enthusiasm and skills of these future engineering stars.

Any Regional Group can set up a Young Members' Group and our aim is to have one in each region. The primary objective of YMGs is to develop initiatives that will attract and enthuse the interest of young people in their region or surrounding area who aspire to be civil and structural engineers.

YMGs help organise technical, social and professional activities which are fun, informative and tailored for younger structural engineering students and graduates, whose needs are naturally quite different from more established engineers.

They are a great way for younger members to establish a local network, share knowledge, and provide information and advice on Institution membership.

In many cases, a Young Members' Group will be an engineer's first contact with the Institution. Young Members' Groups should work to ensure that young members in their region come away from an event impressed, happy and enthused about the Institution in the hope that they will continue from Student Membership, through to Graduate and beyond. The future of the Institution depends on its young members, who have much to contribute to its development and who will one day lead it.

Young Members' Groups are an ideal forum to nurture the leadership and talent of future structural engineers. Young Members' Groups also provide platforms to give young engineers experiences and opportunities that may not be available at university or work. Through social and professional events, Young Members' Groups can help with:

▸ Networking opportunities with Student and Graduate Members, as well as professional structural engineers (Technician, Associate-Members and Chartered Members)

▸ Organising membership, education, technical and social events

▸ Representing the Institution at STEM events

▸ Helping others to develop new skills and new experiences

▸ Working in conjunction with the Young Members' Panel to ensure that the views of young members are represented within the Institution

The Institution *of* Structural Engineers

3. How to set up a Young Members' Group in your region

Setting up a Young Members' Group in your region

Thinking of setting up a Young Members' Group in your region?

It's simple, you only need five or six members to start, and this guide will give you all the information you need.

A good way to start is to:

▸ Think about some activities that could be engaging for young members in your area

▸ Discuss your ideas with your Regional Group Committee and seek support for a Young Members' Group

▸ Pick an enthusiastic Chair and form a core group, spreading the word among your contacts

Remember, you are in charge of the activities. The type of activities you could set up are:

▸ Talks and/or workshops for undergraduates on Student Membership and careers

▸ Site visits to interesting local projects

▸ Specialist technical lectures

▸ Talks from invited speakers: e.g. talks on internships and work experience from engineering firms

▸ Competitions and awards (for best papers, outstanding achievement by a young member etc.)

▸ Social events, like a pub quiz

3.1 Interaction with your Regional Group

If you do not already attend your Regional Group activities, it is recommended you go to a couple of meetings to help you gain some experience and understanding of the operation of activities in your region. Attending Regional Group meetings will also provide you with an opportunity to meet other members, including the key members of the Group, such as the Chair and Treasurer, and potential members of your YMG.

Before you consider starting a YMG share your ideas with your Regional Group, this will provide the Group with an opportunity to discuss and suggest some areas of interest for the YMG to consider and develop.

It is a good idea for the Chair of the YMG (or a nominated representative) to sit on the Regional Group Committee. This is a great way for the YMG to keep up to date with the inner-workings of the Institution, as well as ensuring the easy co-ordination of events and budgets which are discussed later in this document.

If you are unsure of the members of your Regional Group, their details can be found in the Near You section on the Institution's website.
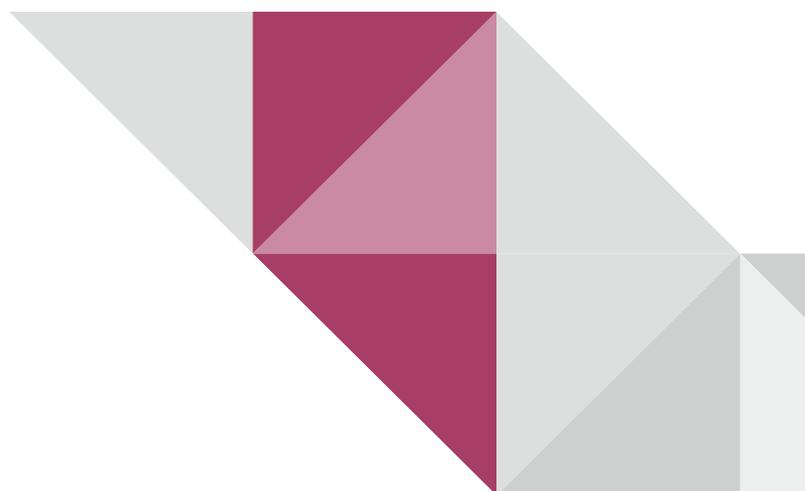
Once you have spoken to your Regional Group the next step is to identify a few core members within your region to assist you in setting up the group and delivering your first event. If you are having trouble finding core members you could try within the following networks:

Regional Group members
Members of your Regional Group may know local or recently elected Graduate Members who may be keen to join your YMG or participate in events.

Student Liaison Officers (SLOs)
You can contact HQ to promote the formation of your YMG amongst our network of SLOs. SLOs may be in a position to identify students at the universities within your region that may be interested in joining your YMG. We have a Student Liaison Officer in the majority of universities.

University Engineering Clubs/Societies
Either directly or through your local SLOs you could approach university engineering clubs and societies. They may be an avenue for contacting civil and structural engineering students who you may find are interested in taking an active role within your Group.

Members of the Institution
Reach out to the wider membership of the Institution. Once you have informed HQ that you have set up a YMG you will be given access to the Regional Group admin area on the website and from here you can access the membership database in your region. Click here to access this section of the website.

Friends/Colleagues
Consider inviting your friends and colleagues to join the Group or perhaps ask them to recommend individuals who they think may be interested in joining the Group.

3.2 Roles and responsibilities

Once you have identified some key people within your region you can start to decide on the structure of your group.

There is no formal structure to the roles and positions of YMGs, as we want you to take responsibility for your own group. However, as a minimum it is suggested a Young Members' Group should have a Chair, a Secretary and at least one Event Organiser. In addition you may wish to develop a role for a volunteer coordinator.

This is a suggested structure for a YMG:
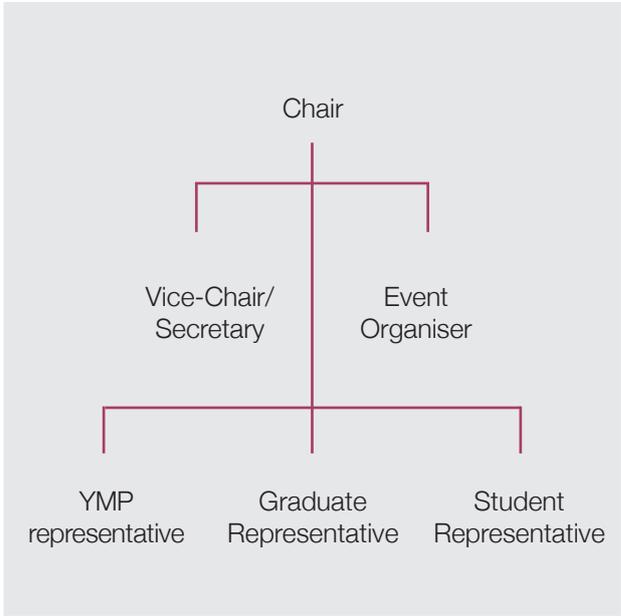
The format of the Group will vary from region to region, depending on the scale and frequency of events. It could be three or four people who share the load of organising events or perhaps a group of up to ten with more defined roles such as 'Communications/Social Media Representative', 'Education and Membership Co-ordinator', 'Graduate and Technician Representative' and a 'YMP Representative'.

Roles will develop over time so this doesn't need to be fully complete before setting up the YMG.

The success of any YMG will depend upon a number of factors, including:

▸ Dedication of individual members to the Group's vision, aim and objectives

▸ Having clear objectives and understanding the needs of young members in your region

▸ Maintaining communication with the Regional Group and the Young Members' Panel by establishing a rapport and sharing news and events

3.3 Objectives and Terms of Reference (TOR)

Once your YMG has been formed we suggest that you prepare the aims and objectives of the Group in a Terms of Reference. These should fall in line with recommendations set by your Regional Group, and should broadly cover the following points:

▸ The structure/formation of your YMG. You might want to add in suggested terms of office for each of the roles, keeping the periods relatively short (e.g. 1 year) whilst your group is establishing itself to avoid putting off potential role-holders

▸ The aims and objectives of your YMG

▸ A target number of events to be held each year

You can review the Terms of Reference regularly, say on an annual basis, so don't worry too much about getting it perfect right away. Setting out this information in a single document which can be shared amongst your YMG is a really useful way of ensuring that everyone knows what they are working towards.

You may also find it helpful to produce a Mission Statement with short term aims for the first year, and long term aims for the future of your YMG. This Mission Statement could be particularly helpful when you are recruiting new committee members and defining roles as it shows people what your group does, and makes it easier for new people to see how they could help, plus how much commitment is required.

3.4 Budget

YMGs do not have their own budget allocated by HQ, but will be able to access the budget that is provided to each Regional Group. You will need to liaise directly with your Regional Group Treasurer in order to access the funds required for your events, which may require you submitting a preliminary budget plan for any proposed events or being allocated an annual budget to work from. This will vary from region to region so it is important that you make contact with your Regional Group Treasurer early on in the planning process.

Any expense claims or invoices for the event will go back to the Regional Group Treasurer to sign off, so they will be aware of the spend on your budget, but it is also good practice to keep a record of any expenditure you incur. You may want to appoint a particular person within your Group to look after the budget and act as the main contact with the Regional Group Treasurer.

Depending on the type of event you may be able to recoup some or all of the cost by charging for tickets (see 4.2.3 for more detail).

The Institution
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4. How to set up a Young Members' Group event

Setting up your first Young Members' Group event

We encourage you to plan a range of events, including talks and technical lectures, as well as social activities.

You should consult with your Regional Group to check that you are not planning an event that either clashes with one of their events, or overlaps in terms of content or audience – there is no need to duplicate efforts in this case, and the Regional Group may welcome your input, rather than setting up your own event.

The Student Liaison Officers (SLOs) for your local colleges and universities will be able to advise you of any upcoming events, again, to avoid duplicating something that is already being organised. Also, you should avoid planning an event that could clash with key university social events or during peak exam time as you are less likely to get attendees at those times.

You should also note events that are hosted by the regional groups of other Professional Engineering Institutions or similar bodies to avoid any clashes. Forming a partnership with the young members' groups or sections of other PEIs (ICE, IMechE, IET, RIBA, for example) may provide you with a good basis for forging relationships with other relevant organisations. Such relationships may also provide an opportunity to participate in joint events.

4.1 Types of event

The organisation of events is perhaps the primary activity of Young Members' Groups. Some events and activities are more appropriate for students whilst others may attract interest from Graduates and Members. Planning a range of events with good variety will ensure that there is something for everyone.

4.1.1 Student events

The transition from Student and Graduate Membership to professional membership is a gradual process. Becoming a Student Member is the first step, followed by becoming a Graduate Member of the Institution. An active Young Members' Group can assist the Institution with the growth of its professional membership by holding events targeted at students, such as:

▸ Talks and/or workshops to undergraduates on becoming a Student Member, routes to membership and careers in the profession

▸ Freshers' week events

▸ Site visits

▸ Internships and work experience placements talk from engineering companies

▸ University assessment/course work related events

▸ Regional Group Annual Dinner; offer limited number of free or subsidised tickets to students
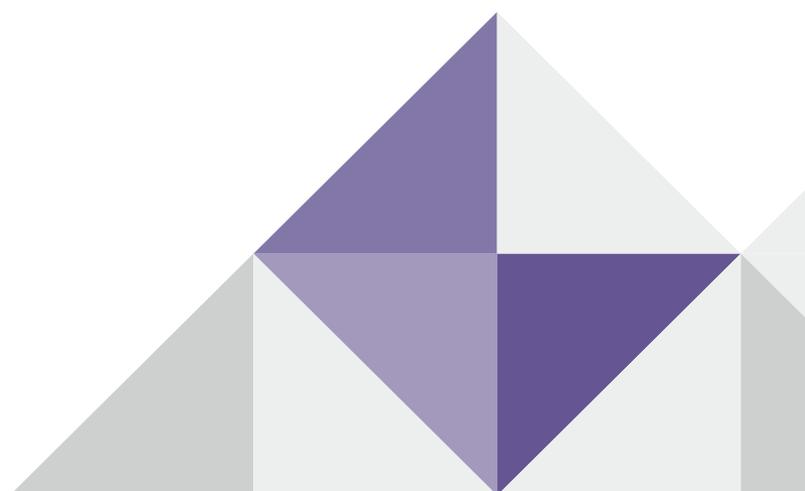
4.1.2 Graduate events

To support the progression of young members beyond Student and Graduate grades, YMGs are also encouraged to organise events focused on routes to professional membership where the Professional Review Interview and the Exam are explained. It is suggested that opportunity for break-out groups and Q&A sessions is included in the programme as well as talks from people who have recently completed the process.

When considering the delivery of such an event, you should first contact the Membership Department at HQ and your RG committee to ensure no other similar event is scheduled to take place in your region. If a similar event is planned there could still be opportunities to support it and promote it within your networks.

Workshops that could be used to promote and support professional registration include:

▸ Routes to Professional Membership

▸ Support and guidance for sitting the Professional Review Interview (PRI)

▸ Preparation course for taking the Chartered Member or Associate-Member Examinations

▸ Initial Professional Development (IPD) road show (these should be in conjunction with your Regional Group)

4.1.3 Talks and lectures (including specialist lectures)

Members are encouraged to deliver annual timetabled talks and/or workshops to undergraduates, such as presentations to universities within your region.

Previous talks and lectures organised by Young Members' Groups have been on the following subjects, but this list is not exhaustive and you should make use of any high profile engineering projects taking place in your region:

▸ The Shard

▸ Annual Student Talk: Inspiring Engineers of the Future

▸ The Falkirk Wheel

▸ The History and Renovation of St Pauls

▸ Heathrow Terminal Five

▸ Engineers for Overseas Development

Technical lectures and talks are often popular events; however YMGs are advised to choose subjects wisely. You should liaise with your RG to ensure that a particular topic will not overlap with the other Regional Group events.

4.1.4 Graduate and student paper competitions

Graduate and student paper competitions offer young members the opportunity to give a short, individual presentation on a structural engineering project in which they had significant involvement. They are a good way to encourage engagement with your group.

4.1.5 STEM Ambassadors

The Institution is keen to encourage Young Members to become STEM Ambassadors, and you can learn more about this role and apply online directly on the STEMNET website.

As a STEM Ambassador, you will provide educational activities and develop various skills, such as communication and leadership skills.

4.2 Organising the event

Organising events does not have to be expensive, they can take place in local pubs, your company, conference rooms and university lecture theatres; at times at no cost. Consider if refreshments are necessary, if more substantial refreshments are required costs should be factored into your YMG annual budget when requesting for funding from your Regional Group.

Events that are well organised, informative and relevant will attract good attendance from young structural engineers. This is crucial for maintaining the activity and profile of your group.

The timeline will vary according to the type of event you are hosting, but it's important to leave yourself enough time for planning and promoting the event. Treat the event like a project and draw up a list of tasks and deadline completion dates to be shared with the key people within your Young Members' Group. We recommend that you develop an event planning checklist which will help you to keep track of your progress and ensure that everything is covered. You could also make use of online project tools such as Slack or Wrike to organise your conversations and event planning into one area that can be shared with the group.

It is important that you liaise directly with your Regional Group when setting up an event as they are your main point of contact and will be able to offer assistance.

4.2.1 Promoting the event

The timescale for promoting your event depends on how many other events are already scheduled, and the size of the event itself. For example, for a larger event you may want to start promoting it at least six weeks before it is due to take place to maximise engagement within your local region. The bigger the event, the more time you will want to work on promotion. Something smaller, like a pub quiz, might only need a couple of weeks.

If you have several events coming up within a couple of months of each other you will need to plan the communications carefully to avoid any confusion that could be caused by a bombardment of email requests. In this case, you could promote each event as early as possible, such as six months before the event, and then follow up with a couple of reminder emails in the two weeks prior to the event.

As your YMG develops and starts to establish a calendar of events you may want to assign a member of the committee to look after the promotion of events, and to produce a centralised calendar so that everyone can see when emails or other communications are due to go out.

Promoting an event can be done in many ways:

▶ Create the event on the Institution website (see section 4.2.2)

▶ Email invites via the Institution's mailing list

▶ Email companies and all your other contacts

▶ Make contact with HQ to email university SLOs

▶ Advertise in The Structural Engineer

▶ Hand out flyers at events

▶ Post flyers on engineering department or company notice boards

▶ Use appropriate social media channels, e.g. Facebook and Twitter, and create regular updates/reminders leading up to the event.

Before you create any posters or other promotional material for your events you should refer to the Institution's Brand Guidelines (Appendix 1) to check that you are using the logo correctly and following the house style.

4.2.2 Event website

All of your upcoming events should feature on the "Near You" section of the Institution's website. To upload an event to the website, simply complete the Regional Group Event Form (Appendix 2) to register your event at HQ.

The form should be returned to the Regional Group Co-ordinator at least three weeks in advance of the event taking place. This will provide HQ with ample time to create an event website page which you can then use to publicise the event effectively, e.g. a link to the website page can then be used in all your other e-communications, whether email, Facebook, LinkedIn or Twitter. That way you are constantly driving members to your Regional Group's web page for event information and news. Hopefully over time people will naturally gravitate towards the website to source information about regional activity and may attract new members to the Group.

4.2.3 Event booking/registration

Online event registration tools are available to use, usually for free or a small fee if you are holding the type of event that requires people to reserve a place. If you have limited space available for your event then you need to have a system for people to book their place, and you may also want to have a facility for a reserve list should anyone drop out.

For other events you may also wish to limit the number of places by charging for tickets, and this will also have the effect of making sure those who reserve a place are serious about attending. If cost has been incurred in setting up the event then you may also decide to charge a ticket fee to recoup the costs. Most groups will be able to break even or even make a small profit from ticket fees.

You may want to encourage attendance at some events, such as lectures, by making them free and un-ticketed. For events such as this the cost of any catering would be covered within the budget.

Using Eventbrite for managing event registration:

For free HQ events we use Eventbrite which is free and straight-forward to use. You will just need to register to set up an account and then you can start creating events for guest registration (Get started).

If you are organising paid events, Eventbrite will just charge you a small admin fee, which is 5% plus 99p per ticket sold (Fees for paid events).

You can also apply for lower fees to be charged on paid events. (Lower fees application).

5. How to maintain momentum and enthusiasm for your Young Members' Group
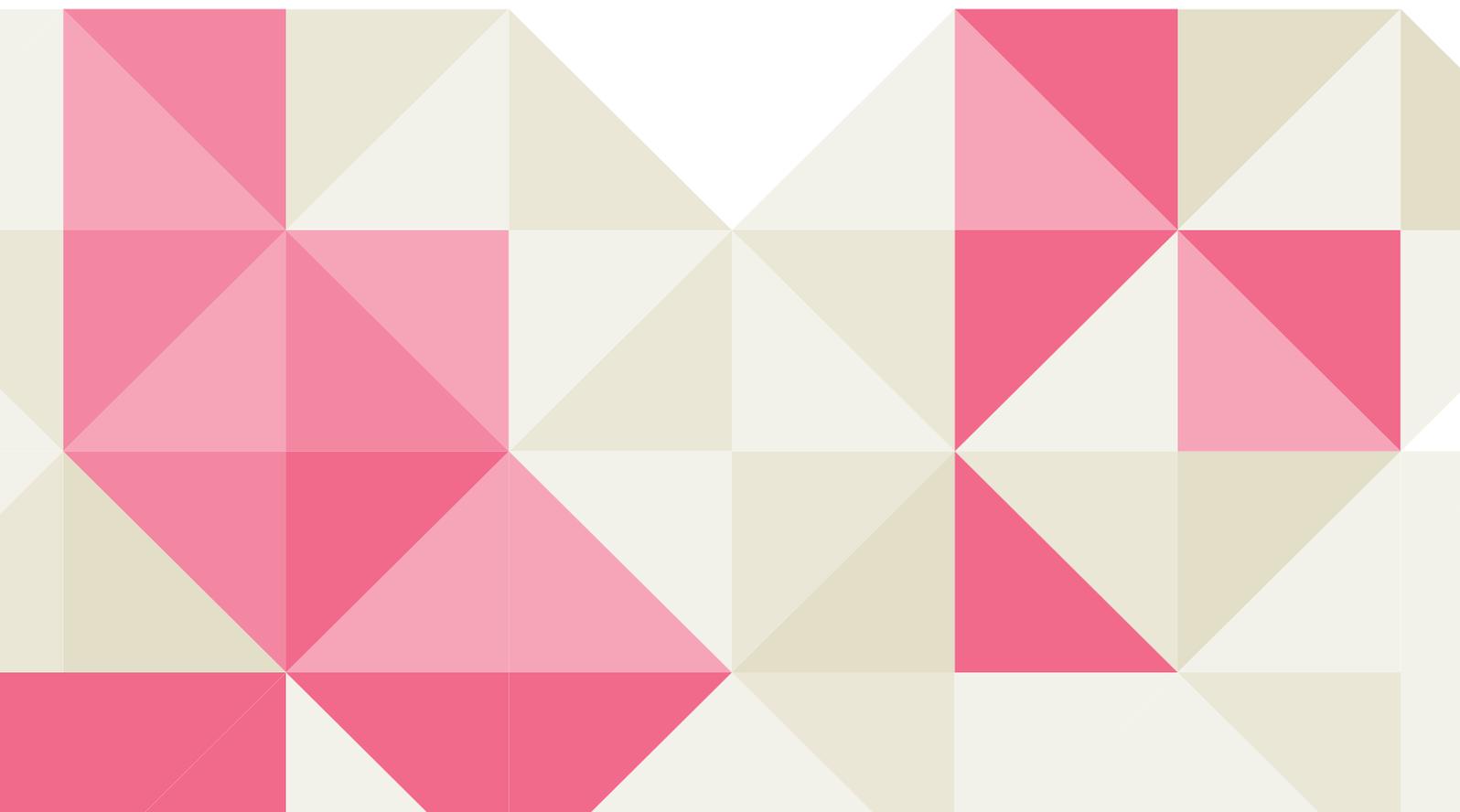
Maintaining momentum and enthusiasm for your Young Members' Group

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After you have held your first Young Members' Group event it is important that you have a plan for how to continue and build upon the momentum of your first event. Communicating with other young members within your region is vital.

The Institution is keen to raise the profile of membership and education activities taking place regionally particularly those being delivered by younger members of the Institution. Therefore, after your event is over, there are a few things you may wish to consider taking care of in order to close out your event and promote the work of your Group:

▸ Send a survey for attendee feedback

▸ Update your RG with outcomes of your event

▸ Contact the PR Executive to publish a news story in the members e-newsletter or on the website

▸ Publicise the story on social media

Planning a variety of events should mean that there will be something of interest for all young members within your region. You can also develop core groups by holding regular events, such as a monthly pub quiz.

5.1 Public Relations (PR)

We recommend that the Group sets up an email account with a free webmail hosting server such as Gmail. Setting up an email account also ensures that a Group maintains the same contact details even after members of the Group have moved on and changed over time.

HQ has resources within the Communications Department to support Young Members' Groups with local publicity and updating news on the website. If you have a story which you want to publicise email pr@istructe.org.

All you need to do is provide full details about the story and most importantly a good, high-resolution photograph (a picture is essential for the website and for local newspapers). The PR Executive will upload your information to your Regional Group web page as a news story.

If you decide to submit news it is vital you include the following information:

▸ What happened?

▸ Who was involved?

▸ Where did the event/activity take place?

▸ When did the event/activity take place?

▸ Why did the event/activity take place?

▸ If possible, take photos of the event and get a quote or soundbite from a couple of attendees.
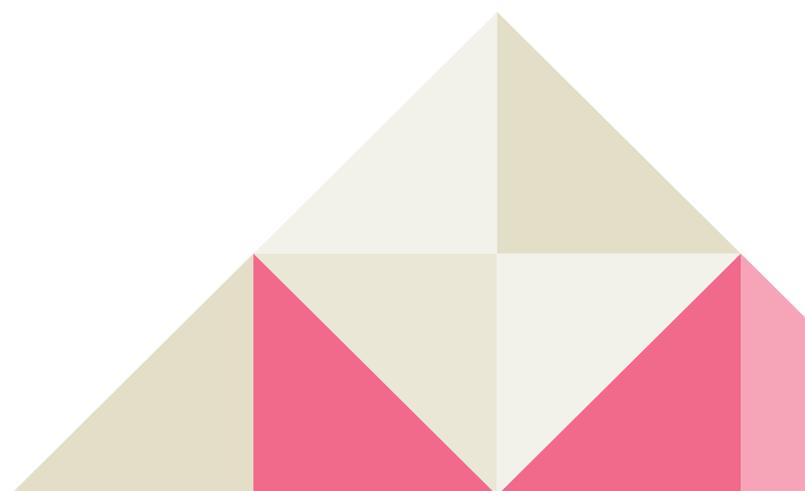
5.2 Social Media

Social media channels generally provide an opportunity for your YMG to reach the wider membership and general public and should be used to support traditional forms of communication. While the use of email-shots remains effective, through social media your YMG can communicate with both members and non-members.

You decide which online social networking service is most suitable for your region and you can manage your own social media channels. It is however important to also make use of the social networking groups that have already been established by the Institution, such as the Facebook and LinkedIn pages.

The Social Media Guidelines in Appendix 3 should give you all the information you need to promote your Group. If you need any further guidance you can contact the marketing team at marketing@istructe.org.

5.3 Regional Group admin area

When you have set up your YMG you will be given access to the online area for Regional Group administration. From here you can contact all members within your region using the email facility.

6. Succession planning

Succession planning

Succession planning is an important part of building a strong YMG. In the Terms of Reference for your Group you should state how long each of the key role-holders is expected to serve for, which will then give you an idea of when you need to start thinking about asking someone to serve another term, or to find a replacement.

As the structure of the YMG is yours to set, so is the succession plan and the way that the key role-holders are appointed. You may wish to set up a progression plan, so that the Vice-Chair will eventually become the Chair of the YMG, and so on. For example, a Vice-Chair could serve for a year, then serve as Chair for a year, before undertaking a final year of limited activity as a Past Chair to ensure continuity within your group.

However you choose to deal with succession planning within your Group you should ensure that there is a sufficient handover period so that no ongoing activities are dropped during the changeover.

Maintaining a schedule of successions will also allow members of your YMG to feel engaged in the process as they would be able to put themselves forward to fill any vacancies, bringing new ideas and energy to the Group.

7. Resources

Resources

7.1 Resource materials

We currently have hard copies of the following resources available on request:

Careers guide: Structural Engineering, an opportunity to transform our world

University guide for aspiring structural engineers

If large volumes of resources are needed for education or membership related events items can be ordered through the Education Team. Contact education@istructe.org to find out what is available. Digital versions of these resources are also available - see next page.

7.2 Online resources

You can find a list of useful resources in the
online resources centre, along with the following:

Poster:

Iconic Structures Around the World
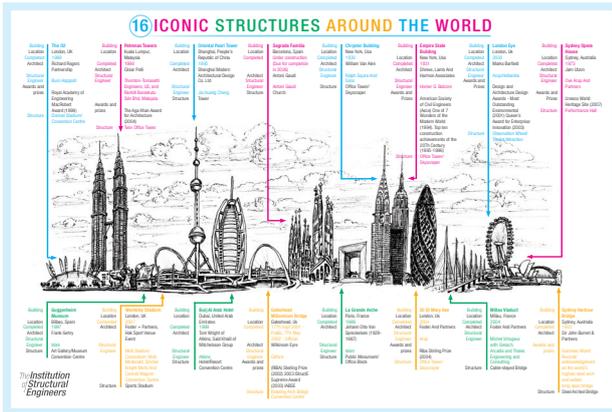
Guide:

Careers in Structural Engineering
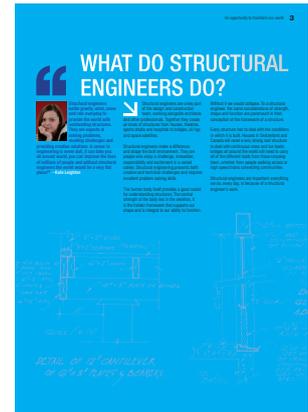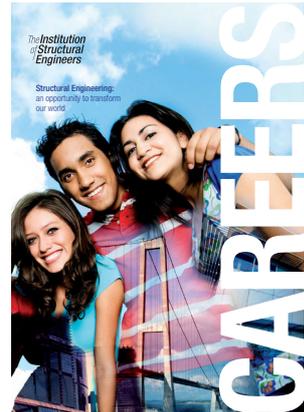
Poster:

10 Fascinating Facts

Guide:

University Guide for Aspiring Structural Engineers
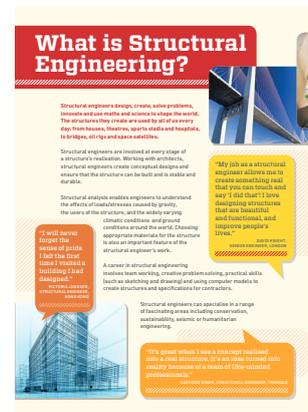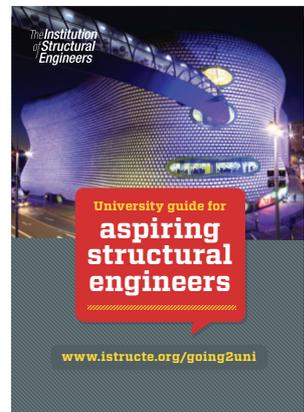
8. Key contact details

Key contact details

Education Officer
Genevieve Doamekpor
genevieve.doamekpor@istructe.org

Education
education@istructe.org

Membership
membership@istructe.org

Region Support
regionsupport@istructe.org

PR & Marketing
pr@istructe.org

Events
events@istructe.org
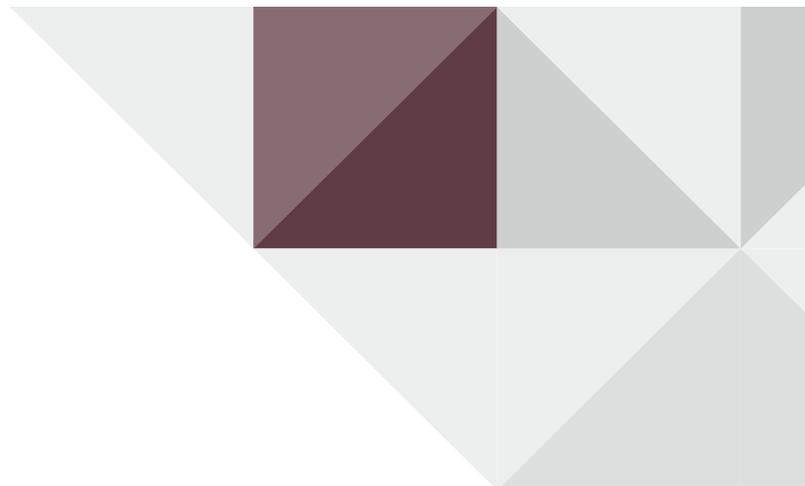
9 . Appendices

The Institution of Structural Engineers

Brand guidelines

Introduction

The Institution of Structural Engineers is a dynamic international organisation that is positively moving itself forward in the 21st century. As with any company or organisation, a recognisable and consistent corporate identity is essential.

The common graphic and visual elements that tie together all of our communications are an integral part of such a corporate identity. These guidelines are designed to allow you to create materials that reflect the values of the Institution, whilst at the same time ensuring our messages are delivered consistently.

Please ensure that the detailed information in this guide is followed when preparing any material. Further clarification may be obtained by sending an email to the Communications Team.

Martin Powell
Chief Executive

1.1 Logotype

*The***Institution** *of***Structural** **Engineers**

The logotype is the cornerstone of our visual identity. It is a consistent signature that is used on all communications. It should never be altered, nor added to, and should only be reproduced from the relevant master digital artwork files.

The proportions should not be varied. The logo should not be given a border.

1.1.1 Exclusion zone
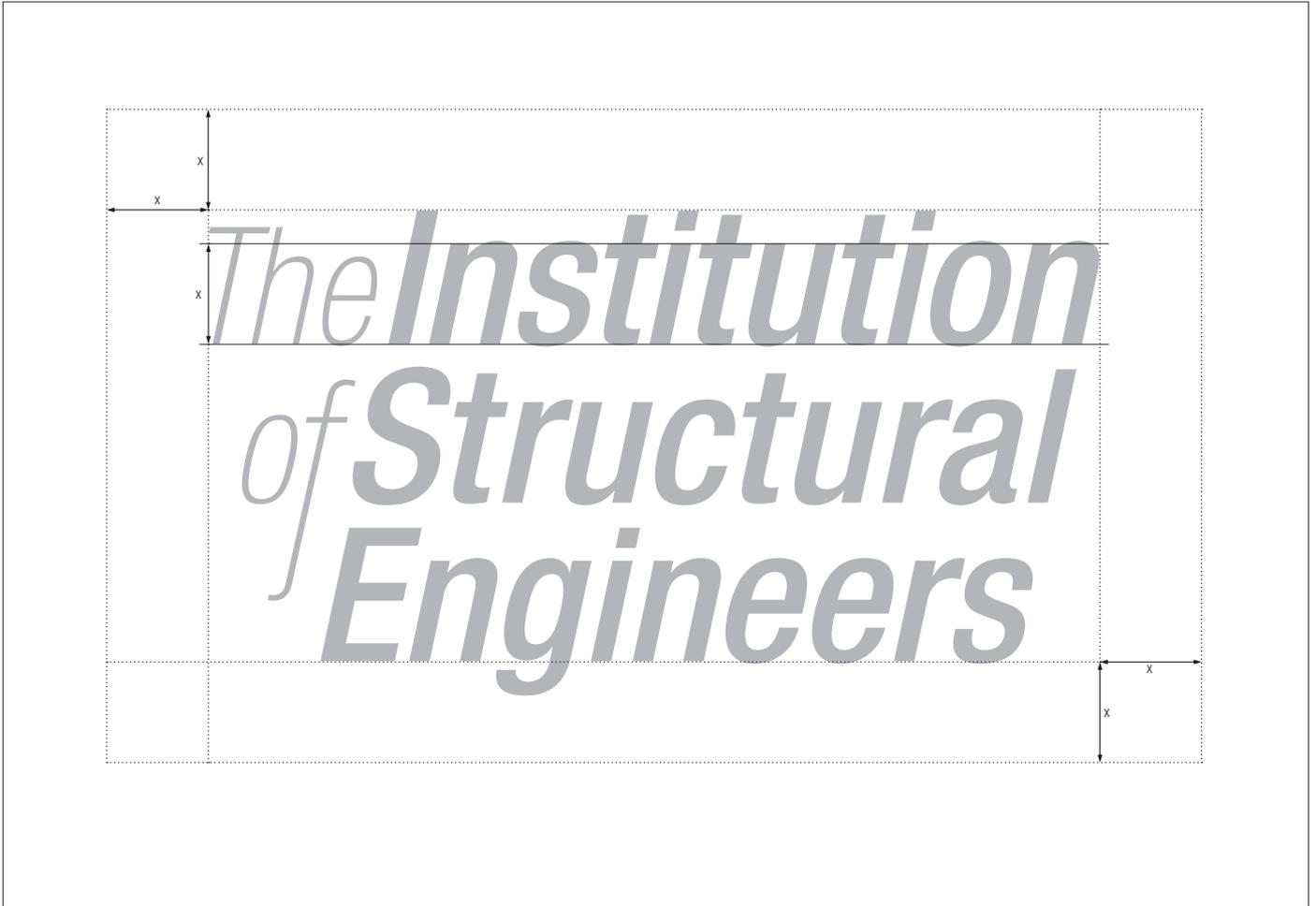
To maintain the impact and visibility of the logo, it is important not to crowd the logo with text or other graphic elements.

The zone is equivalent to one quarter of the logo's width/height, and should be maintained at all times.

The exclusion zone equals the cap-height of the logotype's bold letters. Other graphical elements such as type, images or other logos should be located outside this area.

1.1.2 Colours

The primary colourways are black, white and greyscale and
therefore maintain the brand's colour-neutrality.

1.1.3 Alignment

JannuzziSmith
Attn. Lorenz Tschopp
29 Queen Elizabeth Street
London SE1 2LP
UK

Date 23/07/2014
Reference Number 00000

Page: 1 of 1

RE: Structural Awards

Dear Holger,

Thank you for entering The Structural Awards; I am pleased to inform you that your project, Roadway Bridge across the Lockwitztal Valley on the Highway A17 Dresden-Prague, has made the shortlist in the Award for Transportation Structures category. The full shortlist is now available to view on the Institution website at www.structuralawards.org.

The winning and commended projects will be announced at The Structural Awards ceremony, which will take place on Friday 14 November at the Royal Horticultural Halls in London. In order to maintain the integrity of this international competition, we will not be releasing details of the winners and commendations before this.

Should your project win its category or be awarded commendation status, certificates will be presented to all members of the project design team as specified on your entry form. We would therefore encourage you to contact all relevant representatives of the project team to ensure that they are available to receive their certificates at the event. In addition, we also ask that you nominate a member of the structural design team to collect the award on the night, should you be successful. You will be contacted shortly to confirm who your representative will be.

As this year's Structural Awards is taking place in London, we appreciate that, for some of you, international travel may incur considerable cost. We would encourage you to attend this prestigious event, but if this is not possible, we would be pleased to welcome more local representatives to attend on your behalf.

The Awards dinner will be a great evening, and a fantastic opportunity to join in this annual celebration of structural engineering at its best. You will be able to network with your fellow structural engineers and demonstrate to your clients and staff your commitment to world-class structural engineering. Places are limited, so please book early to avoid disappointment.
I wish you the best of luck at the awards ceremony and look forward to seeing you there.

Yours sincerely,

Martin Powell
Chief Executive

**CONCRETE
AND STEEL
CONSTRUCTION
COMPENDIUM**

**FIRE RESISTANCE
DESIGN METHOD**

**LETTERS OF
INTENT**

**CONCRETE
BRIDGE
DESIGN AND
CONSTRUCTION
SERIES**

CAST-IN INSERTS

PADDINGTON
BARE

Crossrail's new station design uncovered

The logo can either be placed at the top left of a document to announce it, or at the bottom left to sign it off. On documents belonging to a series the logo should generally be placed at the same place and in the same size.

When ranged left with other elements above or below, the logotype should be aligned at the point of the lower left corner of the 'E' of 'Engineers'.

1.1.4 Misuse
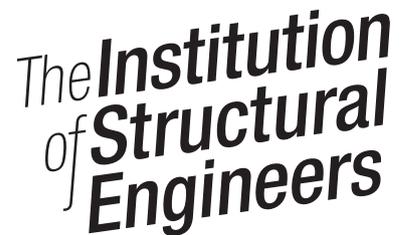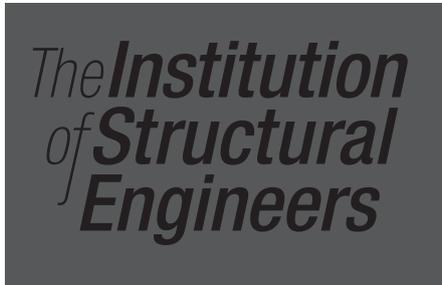
The logo should only be used as directed. Here are some samples of how **NOT** to use the logo. This list is not exhaustive.

Do not use the logo on dark backgrounds where contrast is insufficient.

Do not compress, flip, slant or distort the logo in any way.

Do not use the logo over complicated images or where the background leads to poor definition.

1.4 Typeface

For consistency in all our print communications use
Helvetica Neue.

Primary font
Helvetica Neue has been chosen to meet all our
communication needs and should be used at all times except
in exceptional circumstances.

Secondary font
Arial has been chosen for use in circumstances when Helvetica
Neue is unavailable (e.g. on end-user computers).

2.1.2 Regional Group stationery

Regional Group letterhead

JannuzziSmith
Attn. Lorenz Tschopp
29 Queen Elizabeth Street
London SE1 2LP
UK

Date 23/07/2014
Reference Number 00000

Page: 1 of 1

RE: Structural Awards

Dear Holger,

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The Awards dinner will be a great evening, and a fantastic opportunity.
I wish you the best of luck at the awards ceremony and look forward to seeing you there.

Yours sincerely,

Kerry Greeves
Regional Group Chairman

Invoice

Deliver to
Joe Bloggs
123 Street
Town
Country
Postcode

Invoice

Invoice Number	Number	Our Reference	Invoice to
BR0001	Seminar		Arup
			1 ABC Street
Invoice Date	**Account Number**	**Customer Reference**	London
01/01/2009		PO123	AB1 234
			UK

Description	Quantity	Price	Discount	Net Value	VAT Rate
Regional Group Seminar 01/02/2009	1	50	£0.00	£50.00	15%

Payment is due to 14 days from invoice date	Total Net Amount:	£50.00
	Total VAT Amount:	£7.50
	Total Gross Amount:	£57.50
	Amount Received:	£50.00
	Balance Due:	**£7.50**

NO PAYMENT DUE - CREDIT NOTE

3.1 Copywriting

All communications produced by the Institution should aim to be clear, confident and rational. The language used should be straightforward, avoiding jargon.

The Institution of Structural Engineers
- Should always have an upper case T on 'the' when written in full
- As an abbreviation, and only after having used the full name previously at least once, 'the Institution' can be used

The Structural Engineer
- Always italicised
- Always upper case T, S and E
- Shorthand – the Magazine, lower case t (unless at the start of a sentence), upper case M

Structures
- Always italicised
- Always upper case S
- Shorthand – the Journal, lower case t (unless at the start of a sentence), upper case

The Educational Trust and the Benevolent Fund
- Only has an upper case T on 'the' when they appear at the start of a sentence

The Structural Awards
- Should always have an upper case T on 'the' when it appears in full
- Never 'the Special Awards' or other variations
- As an abbreviation, and only after having used the full name previously at least once, 'the Awards' can be used

The Supreme Award for Structural Engineering Excellence
- Always upper cases S, A, E
- Always written in full. It should not be referred to as 'the Supreme Award' or other variations

Other Institution awards
- All awards may be used an abbreviation. Only after having used the full name previously at least once, can 'the Award' be used

IStructE
- This abbreviation should be avoided when referring to the Institution. It should not appear in any collateral or promotional material
- If it must be used, the usage should be restricted to internal documents

3.2 House style

&

Wherever possible, avoid the use of & in written text, use only when it appears as part of verified name of an organisation:
Use: mechanical and electrical
Avoid: mechanical & electrical
Use: Flint & Neill Partnership
Avoid: Flint and Neill Partnership

A

Apostrophes

An apostrophe appears when ownership of something or many things is needed to be made quite clear.
If the thing or person you are writing about is singular, the apostrophe goes before the s

Use: Charlie Brown's speech
Avoid: Charlie Browns' speech

If there is more than one thing or person, the apostrophe is placed after the s

Use: the clients' objectives
Avoid: the client's objectives

An apostrophe should not be used for plural words

Use: CDs, DVDs, 1920s, 1990s
Avoid: jpeg's, pdf's, no's

Abbreviations/acronyms

Use only agreed official organisation acronyms or abbreviations. When presenting in body text, use the full name first and then the acronym in brackets. After that, the acronym can be used through the rest of the text.

Use: Registered engineers for disaster relief (REDR).....
Avoid: REDR (Registered engineers for disaster relief)...

B

Book/report titles

Titles of books, journals or reports, referred to in body text, should be presented in italics. Avoid underlining or use of quote marks to indicate a publication.

Use: According to Tuesday's edition of *The Guardian*....
Avoid: According to Tuesday's edition of "The Guardian"...

Brackets

(If the bracket encloses the whole sentence, the full stop goes inside.)

If only the last part of the sentence is in bracket put the full stop outside, (and add a comma before the bracket).

C

Capital letters

General rule: Avoid capital letters whenever possible.

Headings and cross headings: capitalise the first word and lower case for the rest.

Use: Fire engineering innovation in historic buildings
Avoid: Fire Engineering Innovation in Historic Buildings

Capital letters are OK for branded/trade mark products e.g. Exodus, Vulcan, Marmite
Approved acronyms e.g. RIBA, ICE, ODPM

Captions to pictures and illustrations

Brochure and leaflet captions should not finish with a full stop. Best style is to include the name of the project, the town where it is, and the country it is in, and more information if space/style of the product allows. Discipline references should stick to lower case.

Use: The impressive Petronas Towers, Kuala Lumpur, Malaysia
Avoid: The impressive Petronas Towers, Kuala Lumpur, Malaysia.

D

Dates and times: UK format

Separate the day of the week from the month, no commas are needed, and no need to add th, rd, nd or st to the number:

Use: 21 November 2001
Avoid: November 21st, 2002

Do not abbreviate the month
Use: September, October, November
Avoid: Sept, Oct, Nov

For time of day try to use a 24 hour clock format where possible.

Use: 17:30
Avoid: 5.30pm

Decimal numbers

Show decimal numbers to two places if possible, with a digit before the decimal point:

Use: 0.75
Avoid: .75

Discipline references

It is acceptable to use upper case for the first letter of each word describing a discipline when it refers directly to a person.

Use: The Institution appoints a new Director for the Membership Department.

However, when the reference is generic, lower case should be used in headings and body text.

Use: Over the years, the directors of the membership department have traditionally been male.

E

E.g.

Use: e.g.
Avoid: eg, EG, E.G., E.g. or any other permutations thereof.

F

Fractions

Unless mathematical formulae are part of the text, always write fractions out instead of expressing in digits. Use a hyphen.
Use: two-thirds
Avoid: 2/3

Full stops

One keyboard space between a full stop and the next sentence. The reason is clear.   As you can see, two keyboard stops makes a clumsy gap between sentences. Computers work out the spaces automatically nowadays. Two or more gaps were taught as the norm when learning to type using a typewriter.
No full stop is needed if the sentence ends with a question mark or an exclamation mark, like this!

H

Headings

Use upper and lower case for headings:

Use: An introduction to skydiving
Avoid: An Introduction to Skydiving

Hyphens and dashes

Dashes tend to separate elements and hyphens to link them.

Few people would substitute a dash for a hyphen in an expression like "a quick-witted scoundrel" ("a quick – witted scoundrel" clearly looks wrong) but the opposite is common.

In a sentence like "Concrete buildings-unlike steel or glass-form the vast majority…" hyphens are being used in the place of dashes. It should be: "Concrete buildings – unlike steel or glass – form the vast majority…"

Numbers should always have dashes between them, never hyphens.

Use: 19 – 23
Avoid: 19-23

Honours and qualifications

Use: established abbreviations BA, BSc, CEng MCIBSE RIBA
Avoid: stops between the characters R.I.B.A, B.S.c

J

Job titles

In headings and signatures to articles, cross headings and where the name is appearing in an isolated way due to design, use upper case for first letter of job titles

Use: Ned Kelly, Structural Engineer
Avoid: Ned Kelly, structural engineer

However, in body text always present professional titles in lower case

Use: ...the work of a structural engineeer is significant...
Avoid: ...the work of a Structural Engineeer is significant...

M

Measurements

For UK / European products, all lengths, volumes, capacities etc should be expressed in decimals

Abbreviations :   use   avoid

use	avoid
km	Kilometre
m	metre
m²	metres squared
m³	metres cubed
k	Kilo
kg	Kilogramme
kJ	Kilo Joule
kHz	Kilohertz
kV	Kilo Volt
kW	Kilo Watt
kWh	Kilowatt-hour
KB	Kilobyte

For American products, use imperial measurements and symbols

use	avoid
m	mile
25 sq.ft	25sq.ft, 25sqft, 25 square feet
six inches	6 inches, 6"
20"	twenty inches
20 yds	twenty yards, twenty yds, 20yds

N

Numbers

Numbers should only be used in tables, graphs, or a Fig.1

Where the information is ten and under, spell them out: six, seven, eight. From 11 up, it is preferable to use digits.

Numbers in thousands: Present as digits. Numbers over 10 000 should have a gap, not a comma.
Use: 10 934
Avoid: 10,934

Try not to start a sentence with a number if at all possible, as it looks clumsy when typeset, and can indicate a badly written text.
Use: Thirty six crumpled sweet wrappers proved that Craig had been at the meeting.
Avoid: 36 crumpled sweet wrappers proved that Craig had been at the meeting.

P

Percentages

Avoid using the % sign in text. Spell it out: per cent

Public titles – upper case

President
Her Majesty the Queen
Prime Minister
MP
Lord Mayor

(Refer to a copy of Debrett's for correct forms of address for other dignitaries)

Common pitfalls

Use	Avoid
the world	The World
ground engineering	Ground Engineering
new year	New Year
report	Report
company	Company
client	Client
firm	Firm
architect	Architect
masterplan	master-plan
roofs	rooves
3D	3-D
State of the art	State-of-the-art

UK spelling	American spelling
Colour	Color
Organisation	Organization
Metre	Meter
Theatre	Theater
Centre	Center

International HQ
47-58 Bastwick Street
London
EC1V 3PS
United Kingdom

+44 (0)20 7235 4535
events@istructe.org
www.istructe.org

The **Institution**
of **Structural**
Engineers

Regional Group events

Please use this form to register the details of regional group EVENTS to appear on the Institution of Structural Engineers website. We reserve the right to alter data to fit the space available in the website content management system.

Please return to regionsupport@istructe.org with any additional documents (e.g. an event flyer).

Complete one sheet for each separate event you would like to tell us about.

* Required information (This needs to be supplied to allow the event to be added to the website)

Event details

Event title*:	
Event description*: (Minimum of 50 characters)	
Event address*:	
Event postcode*:	
Event date*:	
Event start time (HH:MM)*:	
Event end time (HH:MM)*:	
Event price*:	
Event additional information (refreshments, parking, CPD etc)	

Speaker details (Ignore if the event has no main speaker)

Event speaker	
Event speaker company	

Event contact

Event contact*:	
Event contact email*:	
Event website page:	
Event Regional Group*:	

Regional Group Social Media Guidelines

Version 3 | March 2016

Contacts:			
Alic Joy	Communications Executive	+44 (0)207 201 9820	alic.joy@istructe.org
Jon Wallace	PR Executive	+44 (0)207 201 9112	jon.wallace@istructe.org
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1. About these guidelines

These guidelines are for Regional Groups of the Institution of Structural Engineers that wish to set up and use social media accounts. They give advice on how to make the most of what social media has to offer, while carrying out your duties to stakeholders and legal responsibilities, and protecting the Institution's reputation. The guidelines are to help you:

a. Make sure your online presence is positive and informative

b. Understand the difference between posting as a representative of the Institution and posting as yourself

c. Manage and reduce any legal and governance risks to the Institution

2. Getting started

What is social media?

Social media is any virtual, or online, community or network, where people come together to share information and talk to each other. Some popular social networks include:

▶ LinkedIn

▶ Twitter

▶ Facebook

▶ Youtube

Why should I use social media?

Social media is a great way of engaging and communicating with your audiences, as well as building professional relationships. Using social media can help you:

a. Promote regional activities and events

b. Connect with members in your region, and encourage them to play a more active role in the Institution

c. Engage with new audiences and encourage them to become members

d. Raise the profile of your group, and position the Institution as a forward looking, professional institution and a hub of structural engineering information

e. Support the delivery of the Institution's key objectives

f. Drive traffic to www.istructe.org, and other Institution websites as appropriate

What type of account should I use?

Each social network has a slightly different audience (although there are crossovers), so it depends who you want to reach. Before you set up your new account, it's a good idea to think about:

a. Who you're trying to reach

b. What type of network will help you to reach them

c. Do you have enough time – and content – to post regularly? For example, Twitter accounts that are only updated once or twice a week could have a negative effect on the Institution's image

The Communications team can help you think through what kind of social media account you want to set up, so please get in touch if you have any questions.

Setting up your social media account

You need permission from the Institution Communications team before setting up a social media account for your group. Fill in the social media application form and email it back to the contacts listed above. The form asks you about:

1. **Your account name.** Your social media account name should clearly show your group's relationship to the Institution. The Institution's Communications team will need to approve the name before you set up the account. Please get in touch if you're feeling stuck for ideas!

2. **Profile description.** The Communications team will also need to approve the "blurb" you add to your profile. Please make sure you have the words "The Institution of Structural Engineers" and "IStructE" as part of your description. This will make it easier for search engines to find your account, and help keep the Institution's overall search ranking high.

   Your social media account must use the Institution's branding. Once you have submitted your form, the Communications team will send you the logo, and approved images for you to use as your profile and background pictures.

3. Ground rules

When you are representing the Institution, there a re a few simple rules you should follow to make sure that your social networks remain a safe space and an effective communications tool for everyone.

1. Remember who you're posting as

Regional Group accounts are for sharing content relating to the Institution and its work, and any opinions should reflect the voice of the Institution. When you are posting using your Regional Group account, remember that you are posting as a representative of the Institution. As a member, you are bound by the Institution's Code of Conduct and the Royal Academy of Engineering Statement of Ethical Principles. This should be reflected in everything that you do online.

Please don't use your Institution account to share personal opinions or updates. It's better to use your personal accounts for things like this.

2. Keep it confidential

Be smart about protecting yourself, your privacy and the privacy of other members, and the Institution's confidential information. This includes things like:

▸ Not announcing another member's personal details

▸ Business performance: don't discuss future business plans, unannounced strategies and financial analysi.

▸ Personal information governed by the Data Protection Act

▸ You must not cite or reference your clients, partners, suppliers or any other third party without their permission. If you have permission to discuss matters relating to a client, partner or supplier you must not reveal confidential information

3. Be transparent

Before posting any online material, make sure as far as possible that the material is correct.

Set your privacy settings on social media platforms to make sure anyone can see your profile information. Other privacy settings that might allow others to post information or see information that is personal must be set to limit access.

4. Respect your audience

The public in general - and the Institution's members - reflect a diverse set of customs, values and points of view. Do not be afraid to be yourself, but do so respectfully. This includes avoiding not only ethnic slurs, personal insults and obscenity but also being sensible and non-confrontational on topics that may be considered objectionable or inflammatory such as politics or religion.

5. Respect copyright

Don't post material when you don't own the copyright. If there is an image you want to share you must have clear permission to post from the copyright owner. Remember that Institution publications are copyright material.

6. Field media enquiries

If you get an enquiry from a journalist, please do not respond yourself. Put them in touch with the Communications team.

7. Proofread your work

It's easy to make copy mistakes – we all do it! But spelling, grammar or punctuation errors can make you look unprofessional. You should always check before you press send.

If you do make a mistake…
Acknowledge it and correct it quickly. If you need to edit an earlier post, make it clear that you have done this. Always include a correction statement to prevent the audience from thinking you have tried to 'cover up' a mistake. If someone accuses you of posting something improper (such as using copyrighted material or posting a defamatory comment), please let the Communications team know as soon as possible.

Dealing with negative posts
If a blogger or any other social media user posts an inaccurate, accusatory or negative comment about the Institution, ask the Communications Team before you respond.

There may also be times when you feel somebody has been misrepresenting a subject in their posts. If you need to correct the content of another user, please do so with respect and keep to the facts.

Finally, If in doubt…
Don't press send! It's always better to be safe than sorry. So if there's anything that you're not sure you should be sharing, check with the Communications Team first.

4. Creating engaging content

What types of content should I post?

When it comes to content, remember: audience comes first. Choose content you think will interest them; think about how it will improve knowledge, build on ideas and help to solve problems.

Your content should be informative, and provide interesting perspectives. Here are a few ideas:

▸ **Facts** – Stats and facts grab attention – a simple figure, or a "born on this day" tweet, for example, can say a lot in a few words. Interesting soundbites about engineering can help you engage a wider audience, and encourage your followers to re-post.

▸ **Resources** – there are a whole host of useful resources on the IStructE website, from guidelines, to webinars. Think about what kind of tools your members will find useful, and build this in to your schedule.

▸ **Opportunities** – are there any events that your members might be interested in attending? What about sitting on panels, taking part in surveys, or contributing to reports? Social media is a great way of telling your members about activities they might want to take part in.

▸ **Updates** – let people know what your regional group is doing. Even telling people that you're attending an event organized by someone else is useful, because it builds relationships and reminds local members that you're out there.

▸ **Content from other sources** – news stories and industry updates, as well as re-posting content from the main IStructE accounts. TIP: If you are sharing a blog, or a news article, let a quote tell the story. Starting your post with a quote is a great way of getting it noticed.

▸ **Images and video** – it's really important to include different types of media in your posts. Most social networks are set up so content that includes media will get more views – because they know that's the kind of content their users want to see. In other words, images + video = more engagements!

▸ **Hashtags** – either make up your own, or use ones that are already out there. However, don't fill your entire post with hashtags- this can be annoying.

If you monitor your content, after a while you'll start to see what works and what doesn't. If you get posts that are receiving a lot of likes or re-tweets, consider posting similar content again in future. If some content is not getting any engagements, it may be better to post less of it!

What should I avoid?

Remember that when you're posting online, all your actions are public. Be mindful of the fact that any content that you publish will be in the public domain, and in some cases it will remain public for a long time. Be aware that your content may provoke a response and be open to the opinions of others.

In particular, please avoid posting:

▸ Politics

▸ Aggressive opinions

▸ Negative stories

▸ Off-topic content that doesn't have a link to structural engineering

Style and tone

The key to developing a good online writing style is to use plain English. Be direct, don't try to be too clever or ambiguous – sometimes it's better to call a spade a spade! - and keep jargon to a minimum. You can find useful guidelines on writing clearly on http://www.plainenglish.co.uk/

A few tips for writing great social media posts:

1. Keep it simple. Less is more! Make your posts short, don't try to fit in too many messages, and don't repeat yourself

2. Keep it active. Do not use the passive voice unless you absolutely have to. For example: don't write "lots of people came to an event that was hosted by the regional group for Lancashire", when you could write "Lancashire region hosted an event – and lots of people came".

3. Keep it urgent. Use imperatives (check out, find out more, etc).

4. Keep it friendly. Create a sense of shared vision and community.

5. Keep it professional. Treat all communication on your social media account as you would other professional interactions.

6. Keep it engaging. Address your audience (use you), ask questions, (Want to meet other engineering professionals in your area? Come to our networking event.. etc)

7. Use sentence case format, not capital letters.

When should I post my content?

A well-timed post can mean the difference between many likes, and nobody reading it at all. When you're thinking about when to post, again, the most important factor is your audience. When do they check their newsfeeds? People who work in offices may be more likely to check first thing in the morning, or on their lunchbreaks, for example.

5. Terms and Conditions

1. This document has been produced to provide guidance to those using social media for or on behalf of the Institution. Breaches of the policy by Institution members may lead to a formal complaint under the Code of Conduct, and be referred to Professional Conduct Committee under the Disciplinary Code of Conduct.

2. The Institution has a responsibility to monitor and review all content that is associated with the organisation or posted on its behalf. If the Institution identifies content which is not in line with these guidelines it has a right to either

   a. Delete content, or;

   b. Demand the removal of content. Where content is deleted a correction notice will be published.

The Institution's Communications team reserves the right to close any social media accounts or remove of content published by members which may adversely affect the Institution's reputation or put the Institution at risk of legal action.