

**MILSET REGIONAL EXPO-SCIENCES**  
**GENERAL SOCIAL MEDIA PLAN**

| Event  | Publication # | General description                                                                     | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Week | Month | Delivery deadline | Publish date | Published |
|--------|---------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------|-------------------|--------------|-----------|
| BEFORE | 1             | Invitation to MILSET Regional Expo-Sciences                                             | Invitation to the event and explain what is Regional MILSET Expo-Sciences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |      |       |                   |              |           |
|        | 2             | Registration System announcement                                                        | The Registration System will be open on xxxxx.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |      |       |                   |              |           |
|        | 3             | MILSET member fees                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 4             | How can a non-MILSET member participate?                                                | Welcome to ESR!<br>If you are a MILSET non-member here's what you can do to join us. (Brief step by step instructions as infographics to participate)."<br>1.- Register your organisation in "Are you a MILSET non-member click here"<br>2.-The corresponding MILSET regional office will attend your request.<br>3.-If MILSET regional office authorises your participation you will receive a confirmation email                                                                                                                                                                                                                                                                                   |      |       |                   |              |           |
|        | 5             | Welcome to (Corresponding Country) a glimpse of iconic places                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 6             | Delegation's science info                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 7             | Info about activities (YCC, Leader Congress, etc) at ESR and programme                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 8             | What do you need to attend ESR Focus on VISA. Do you need a visa to participate in ESR? |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 9             | STEAM and cultural facts about the Country                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 10            | Delegations Science or Cultural info                                                    | Welcome, Bulgarian Delegation!<br>Did you know that Bulgaria became one of the first European countries to develop serial production of personal computers (Pravetz series 8) at the beginning of the 1980s? According to the Brainbench Global IT IQ report, Bulgaria ranks first in Europe in terms of IT-certified specialists per capita and 8th in the world in total ICT specialists, out-performing countries with far larger populations. Personal computers are essential nowadays, used by almost everybody!<br>Thanks, Bulgaria!<br>#ESI2019 #ACTVET #MILSET #AbuDhabiAwaits<br>Do you #SpeakScience? Find out more on <a href="http://www.esi2019.milset.org">www.esi2019.milset.org</a> |      |       |                   |              |           |
|        | 11            | Registration System reminder and deadline                                               | Get a move on!<br>Only a few days remaining<br>You are still on time to register your delegation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |      |       |                   |              |           |
|        | 12            | Timer countdowns (2 months, 1 month etc)                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 13            | Timer countdown - 5 days                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 14            | Timer countdown - 4 days                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 15            | Timer countdown - 3 days                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 16            | Timer countdown - 2 days                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |
|        | 17            | Timer countdown - 1 days                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |      |       |                   |              |           |



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|--------|---------------|------------------------------------------------------|---------|------|-------|-------------------|--------------|-----------|
| DURING | 18            | Welcome                                              |         |      |       |                   |              |           |
|        | 19            | Opening Ceremony                                     |         |      |       |                   |              |           |
|        | 20            | Expo                                                 |         |      |       |                   |              |           |
|        | 21            | YCC                                                  |         |      |       |                   |              |           |
|        | 22            | Leader Congress                                      |         |      |       |                   |              |           |
|        | 23            | Special Activities                                   |         |      |       |                   |              |           |
|        | 24            | MILSET Regional official activities (meetings, etc.) |         |      |       |                   |              |           |
|        | 25            | Outdoor tours                                        |         |      |       |                   |              |           |
|        | 26            | Cultural night/evening                               |         |      |       |                   |              |           |
|        | 27            | Closing Ceremony                                     |         |      |       |                   |              |           |
| AFTER  | 28            | Photo galery of the event and videos                 |         |      |       |                   |              |           |