

22 – 29 January



Find out more https://www.ntu.edu.sg /giving/we-belong

PROJECT DETAILS



Project Timeline

Confirm 32.3 Jab Tapics Confirm 34 Jab Tapics <thconfirm 34="" jab="" tapics<="" th=""></thconfirm>	Item	22-26 Nov	29 Nov - 3 Dec	6- 10 Dec	13-17 Dec	20-24 Dec	27-31 Dec	3-7 Jan	10-14 Jan	17-21 Jan	22-29 Jan	31 Jan - 4 Feb
Confirmining extend Image: Provide of a contract of the second of the seco	Confirm 22, 29 Jan Topics											
Draft Official Invitations - GOH, Speakers, VIP in-person guests, General Invitation (for public to register for online exercit) StyPe data for In-excon alterphane, monitor RSVP Registration 23, Jun Registration 74 2, Jun Regis	Confirm 29 Jan End Time & How Concurrent Sessions will be handled											
Inspect for online sevents) Inspect for online sevent seven	Confirm invite/guest list											
RNSP data for Locesson attendance. monitor RSVP 0 <	Draft Official Invitations - GOH, Speakers, VIP in-person guests, General Invitation (for public to											
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Bedistrian Deadine for Vitual Alterdance Incolosina del Image: Image	Registration 29 Jan: Registration via Zoom		30-Nov	/								
Design assets for invitation & registration form Image: Constraint of the Constr												
Clear invitations with Macromes & COD Image: Code of C	Begistration Deadline for Virtual Attendance (no closing date)											
Send out Official Invitations - GOH, Speakers, VIP in-person guests (e-invite) Image: Send out Official Invitations - GOH, Speakers, VIP in-person guests (e-invite) Image: Send out Official Invitations - GOH, Speakers, VIP in-person guests (e-invite) Image: Send out Official Invitations - GOH, Speakers, VIP in-person guests (e-invite) Image: Send out Official Invitations - GOH, Speakers, VIP in-person guests (e-invite) Image: Send out Official Invitations - GOH, Speakers, VIP in-person guests (e-invite) Image: Send out Speakers, VIP												
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Draft Speaking Points President Image: Speaking Points President Image: Speaking Points Section Image: Speaking Points Secting Section												
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Clear Speaking Points with Marcomms & CCD Image: C												
Send out Speaking Points GOH (3 Jan) President Image: Constraint of the send of the se												
Event Logistics Venue (22 Jan) - Booked Image: Constraint of the second se												
Venue (22 Jan) - Booked Image: Constraint of an experiment of								GOH (3 Jan)	President			
Admin Programme Image: Search Strigting Image: Search Stripping Image: Search Stripping												
Speakers' Briefing Image: Speake	Venue (22 Jan) - Booked											
Rehearsals Image: Construction of the segment of t	Admin Programme											
Dn-site Registration, Staging, Seating plan for in-person guests Image: Confirm and Plan Launch Mechanism (22 Jan): physical or digital? Marcommus to give design elements Image: Confirm and Plan Launch Mechanism (22 Jan): physical or digital? Marcommus to give design elements Image: Confirm and Plan Launch Mechanism (22 Jan): physical or digital? Marcommus to give design elements Image: Confirm Encee (22 Jan) Image: Confirm with EO Image: Confirm with EO Image: Confirm min. # of artpice Image: Confirm	Speakers' Briefing											
Online Streaming Platform Image: Confirm and Plan Launch Mechanism (22 Jan): physical or digital? Marcomms to give design elements Image: Confirm Encode (22 Jan) Marcomms to give design elements Image: Confirm Encode (22 Jan) Image: Confirm With EO Image: Confirm With EO Image: Confirm Encode (22 Jan) Image: Confirm With EO Image: Confirm With EO Image: Confirm Encode (22 Jan) Image: Confirm Encode (22 Jan) Image: Confirm With EO Image: Confirm Encode (Confirm With EO Image: Confirm With EO Image: Confirm Encode (Confirm With EO Image: Confirm Encode (Confirm With EO Image: Confirm Encode (Confirm With ECO	Rehearsals											
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Confirm Exhibit Layout	Confirm Exhibit Details and Logistics											
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	SUGGESTION: Keep it simple e.g. rotating slides								Jan 12 - arteotk ph	otos to be available		

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Item	22-26 Nov	29 Nov - 3 Dec	6- 10 Dec	13-17 Dec	20-24 Dec	27-31 Dec	3-7 .lan	10-14 Jan	17-21 Jan	22-29 Jan	31.Jan - 4 Feb
Publicity				10 11 200							
We Belong Launch EDM (including registration for 22 & 29 Jan)				17-Dec							
Next EDM	_0			To yoU (Eng - Chi) 15 Dec We Belong Service			TBC We Belong 4 -Jan	TBC We Belong 14-Jan		TBC We Belong 25 or 26 Jan	
Adhoc EDM request from schools, etc - Suggestion: discuss offline											
Brochure											
Banner Design											
Banner Setup											
Social Media Plan											
Social Media during SW											
My Story Submission Form - monitor and follow-ups											
Thank you EDM											
Video 1			1	-		•					
Confirm storyboard & updated design illustrations											
Animation											
1st animation draft to be cleared internally											
Amendments											
Clear animation with CCO											
Upload to Sitefinity				15-Dec							
Video 2 & 3											
Update storyboards											
Clear storyboards with CCD		29-Nov: video 2	video 3								
Animation					receive all footages for video 2						
1st animation draft to be cleared internally							3-Jan: video 2, video 3 (template only)				
Final Video									video 2	To receive footages by 27- Jan	

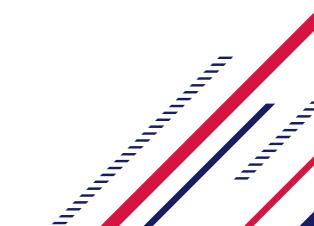
Project Timeline

Item	22-26 Nov	29 Nov - 3 Dec	6- 10 Dec	13-17 Dec	20-24 Dec	27-31 Dec	3-7 Jan	10-14 Jan	17-21 Jan	22-29 Jan	31 Jan - 4 Feb
Website											
We Belong Website Launch											
Update streaming links											
For FB (CITS work with CCO)											
For Website - Marcomms to Discuss with CCO, CITS, Vendorl update on 10 Dec SW mtg											
Text Updates to Website, if any (ad hoc)											
Service IntitaivelProjects											
Confirm outstading projects											
Upload details to Zeles (as project details come in)											
Liase with community partners, AAs, student clubs, etc. to ensure volunteers are informed and											
Organising Partners Briefing - Zeles, clocking hours etc.											
Remind volunteers to sign up on Zeles											
Remind AAs, student clubs (i.e. organising partners) to send you the list of volunteers											
Remind volunteers to clock their attendance											
Follow up with organsining partners and/or volunteers photos and videos from the service											
projects											
Go onsite or participate online in respective service projects to take photos or videos											
(get photos, videos in advance for projects that are starting before SW)											
Save all photos and videos in Teams											
Post-event Briefing											04-Feb



ltem	Amount in SGD	%
Event support, exhibit, event experience	\$ 19,232.00	60%
Publicity and videography, volunteer recruitment (volunteer management app)	\$ 11,709.72	37%
Spare parts for laptop refursbisments	\$ 1,070.00	3%
Total	\$ 32,011.72	100%

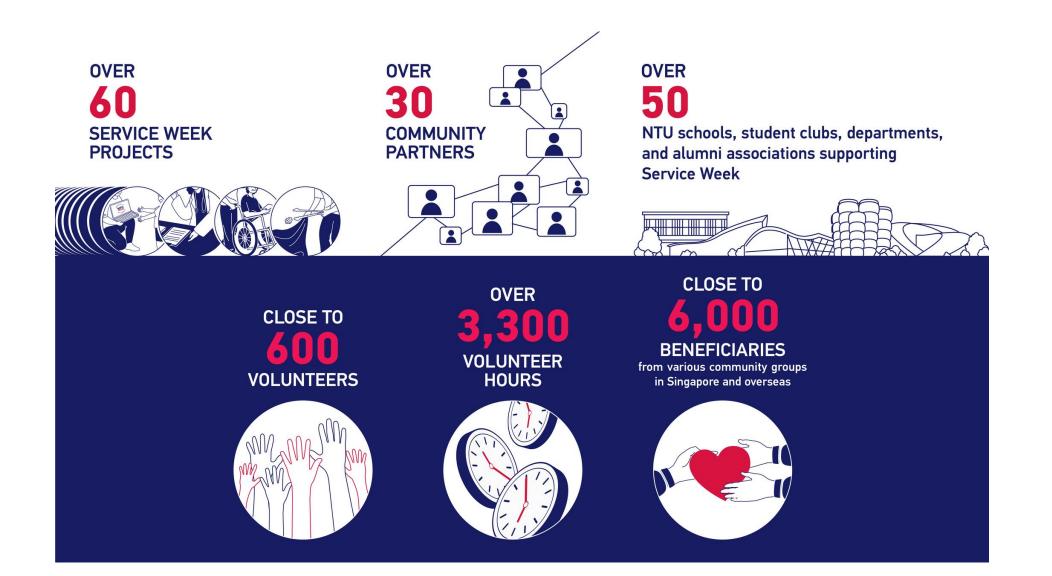
SAMPLE DESIGNS



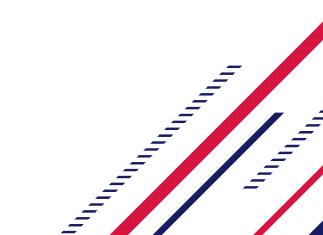
Background for Launch and Closing Events



Infographic (Post-Service Week)



SOCIAL MEDIA ENGAGEMENT



Facebook

Post (Brief name)	Date	Interaction	Reach	Impressions
NTU Service Week (SPMS)	Thu, 13 Jan	47	10543	10796
NTU Service Week (CTS)	Wed, 19 Jan	51	10968	11530
NTU Service Week (Launch + Panel)	Thu, 20 Jan	35	11757	12306
NTU Service Week (Project DATE)	Sat, 22 Jan	52	11982	12758
NTU Service Week (WSC)	Wed, 26 Jan	102	17998	19037
NTU Service Week (MAE student cuts nails for patients)	Thu, 27 Jan	64	11692	12143
NTU Service Week (Thank you post)	Fri, 4 Feb	120	17124	22209

Nanyang Technological University, Singapore sanuary 13, 2022 - Jolly good time: A group of #NTUsgAlumni from the School of Physical and Mathematical

Sciences brought some festive cheer to 90 seniors at the SASCO Senior Citizens' Home over the holiday season. They organised a Christmas party for the seniors, and although the event was held virtually, the team entertained the residents with games, karaoke, and had lunch and goodie bags delivered to them.

One of the volunteers, Jeremy Lian, said: 'We may not have touched everyone deeply t... See



Nanyang Technological University, Singapore o

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The Community Telehealth Service (CTS) has helped over 650 people since launching a year ago and is scaling up their community project to help those aged 30 and above with free health screening services. Conciding with the start of the fist-service "HI/Lig/Service/Hex-witch ain do good to others collectively as One/TU – CTS will be setting up another booth at Kembangan Chai Cheo no.2 An.

Ioin us in making a difference to those around us as a #OneNTU family. Find out... See more



Nanyang Technological University, Singapore

Have you signed up? The first-ever #NTUsgSen/ceWeek kicks off this Saturday, 22 Jan, from

Join Associate Vice President (Welbeing) Prof Knok Kan Woon, ADM Lecturer and Founder of Opening Universities for Refugees DF Gil Tinner, NBS aurmus and Founder of Lessnak Mr Mike Than, and President of Earthlink NTU Mr Tan Sni Zhou who will share what inspires them to champion caused and to them. Sign up and join us online ar

https://bit.ly/NTUServiceWeekLaunch Let's do our ... See more





Insan Insan of 2008 President of EarthInk NTU Insandle

Nanyang Technological University, Singapore O

A DATE with senior. HTITUB Jahma and correct PAD buildent Deryl Lee and ADM Matter's buildent Downon. In transfer Sniger CATA as a tray to expanse with the senioral angle promote their welliteney. Participants are parted with volunteers from the HTIL Constant College to learn the basis of acrylic participants are parted with volunteers from the HTIL Constant College to learn the selicition of provide seniors with a form of emotional bucking by creating a better quality of life, and culturate ...See more



Ranyang Technological University, Singapore ● ianuary 26, 2022 · ♥

Third year PNTUs student Simmaroshin Mahendan wanted 'to make good use of my holdays and free time' and decided to volunteer to tech underprivaged hildines. But evas apprehensive at first. 'I was fauful of not being able to connect with the children and whether I am capable encoupt to teach them since I had cost to no experience of teaching,' she share. The School of Social Sciences, NTU Singapore undergrad, who is a member of the NTU Welfare Services Club - Grow. See more



Nanyang Technological University, Singapore February 4, 2022 · O

Over 500 volunteers from #NTUsg schools, student clubs, departments and alumni associations came together and offered a helping hand to more than 5,000 beneficiaries last week as part of the inaugural #NTUsgServiceWeek.

The volunteers participated in various activities to promote digital inclusion, enhance health and well-being, social welfare and sustainability. Thank you #OneNTU for spreading the community spirit end



Instagram

Post (Brief name)	Date	Engagement	Reach	Impressions
NTU Service Week (launch panel)	Thu, 20 Jan	245	11347	12535
NTU Service Week (Project DATE)	Sat, 22 Jan	327	9127	11912
NTU Service Week (WSC)	Wed, 26 Jan	317	9735	11153
NTU Service Week (MAE student cuts nails for patients)	Thu, 27 Jan	322	8926	12310
NTU Service Week (Thank you)	Fri, 4 Feb	1007	15019	19036

LinkedIn

Post (Brief name)	Date	Engagement	Impressions
NTU Service Week (SPMS)	Wed, 12 Jan	74	14446
NTU Service Week (CTS)	Wed, 19 Jan	36	7535
NTU Service Week (launch panel)	Thu, 20 Jan	45	5935
NTU Service Week (launch + Project DATE)	Sat, 22 Jan	62	8780
NTU Service Week (Tulip - WSC)	Wed, 26 Jan	51	8275
NTU Service Week (MSE student cuts nails for patients)	Thu, 27 Jan	73	12702
NTU Service Week (Thank you)	Fri, 4 Feb	42	4633

FB & IG Stories





	NTU Service	e Week	NTU Service Week finale				
	IGS	FBS	IGS	FBS			
Reach	2,184	765	4,408	1.4k			
Impressions	2,199	-	4,434	-			
Link clicks	19	3	4	5			
Completion rate	14.08%	-	19.05%	-			