

# National Day Social Media Campaign:

## Celebrate 59<sup>th</sup> birthday of Singapore with the BE Professionals

1 August – 9 August 2024





# HEY BUILT ENVIRONMENT PROFESSIONALS!

**We've spent 59 years building  
and shaping our beloved Singapore.**

Singapore's birthday is coming soon and we cannot be more proud of how majestic our lion city has become.

Let's celebrate our nation by showing our friends, family and fellow Singaporeans how we've contributed to nation building and what keeps us inspired to continue building Singapore.

Via our '9-5-9' social media celebration, we get to showcase what we do during work hours from 9-5, and after work hours from 5-9. **The next few pages will show you how to create your own '9-5-9' post easily.**

Create and share them between 1 - **9 August**. We look forward to all of them as we celebrate Singapore's birthday!



Here's How to Create Your '9-5-9'  
Social Post on Instagram

9-5

# Let's start!

First, find two photos that show  
what you do between 9am-5pm  
(work-related), and what you do  
between 5-9pm (after work).

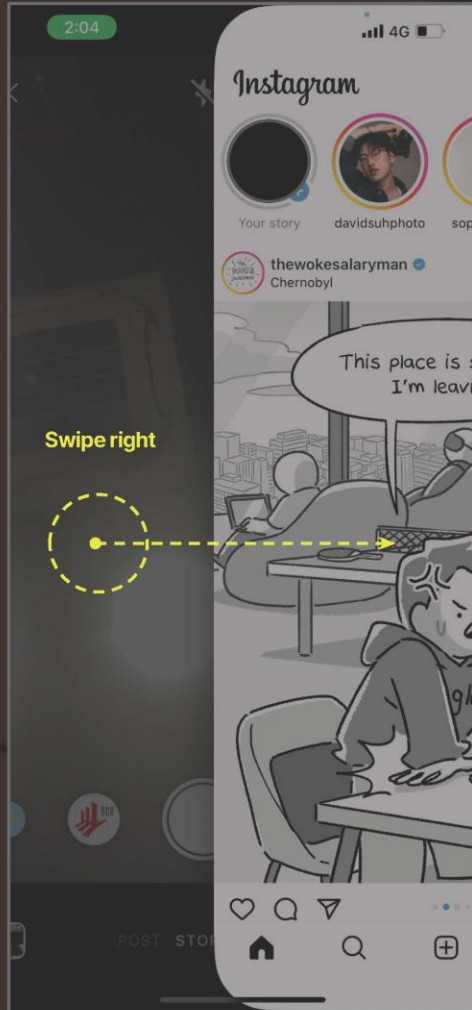
Here are some examples on the  
right to inspire you!

5-9



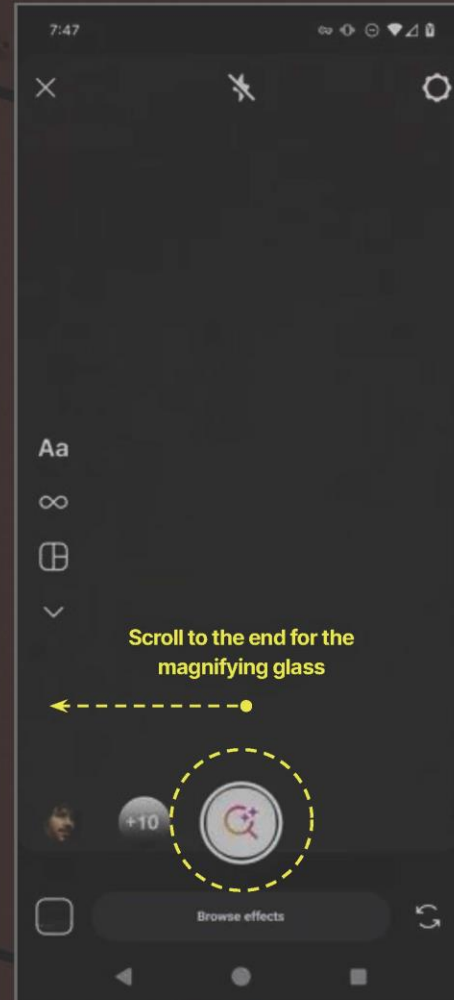
1

Open Instagram, and swipe right to access 'Stories'.



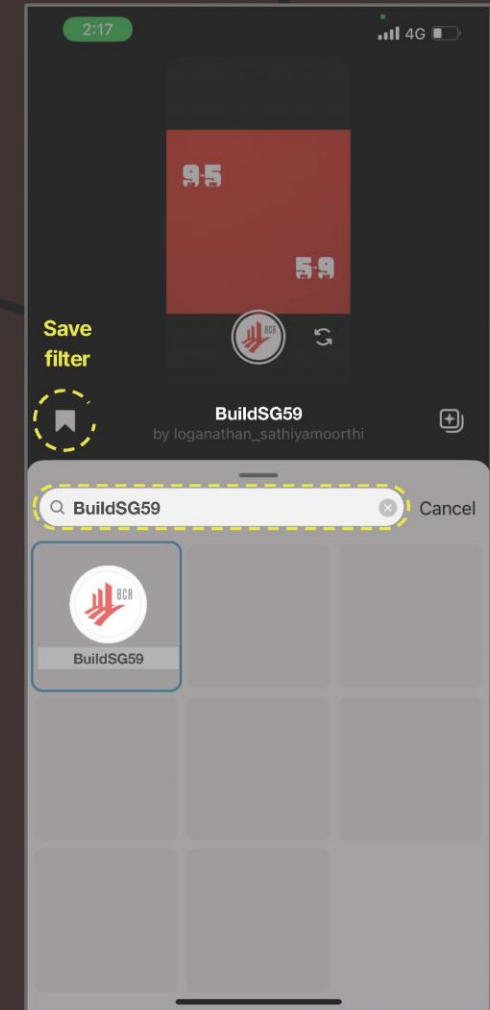
2

In the filter list, scroll all the way to the end and tap on the search icon.



3

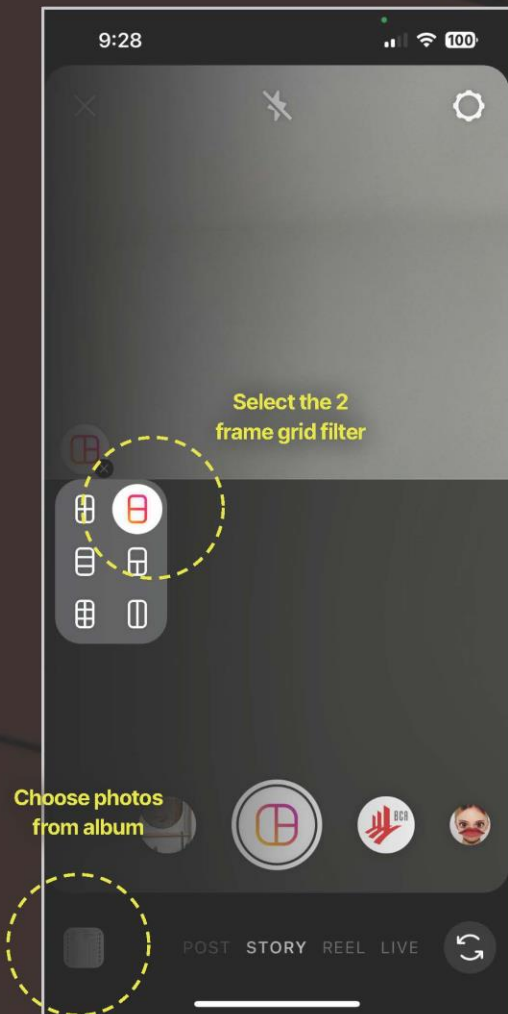
Search 'BuildSG59' and tap on the save filter icon.





4

Tap on the grid filter and select 2 frames. Choose 2 photos from your album.



5

Tap on the check icon once you're done adjusting.



6

Tap on the 3 stars icon (top right).



7

Select the saved BCA filter and tap Done (top right).



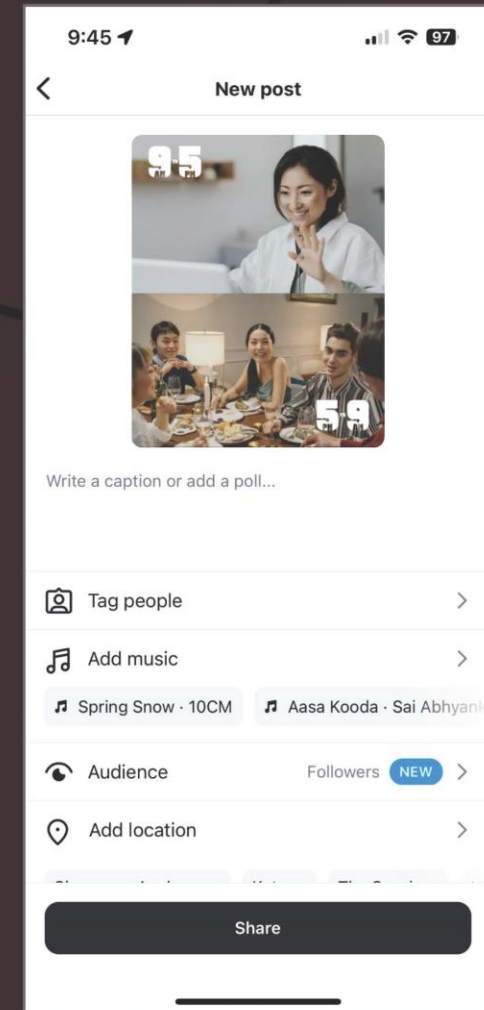
8

Now, take a screenshot.  
You're almost there!



9

Create a new post. Then  
upload your screenshot.



# Finally, craft your caption!

We recommend starting with a birthday wish to Singapore, followed by what you do 9-5 and 5-9. Here's an example:

Happy 59th Birthday Singapore! 📍🇸🇬🦁 Proud to play a part in nation building 🏢 As a Project Manager, I arrange team meetings from 9-5 🧑💻🕒🎯 then from 5-9, I arrange gatherings for my friends, whenever I can! 🧑🍕🍷

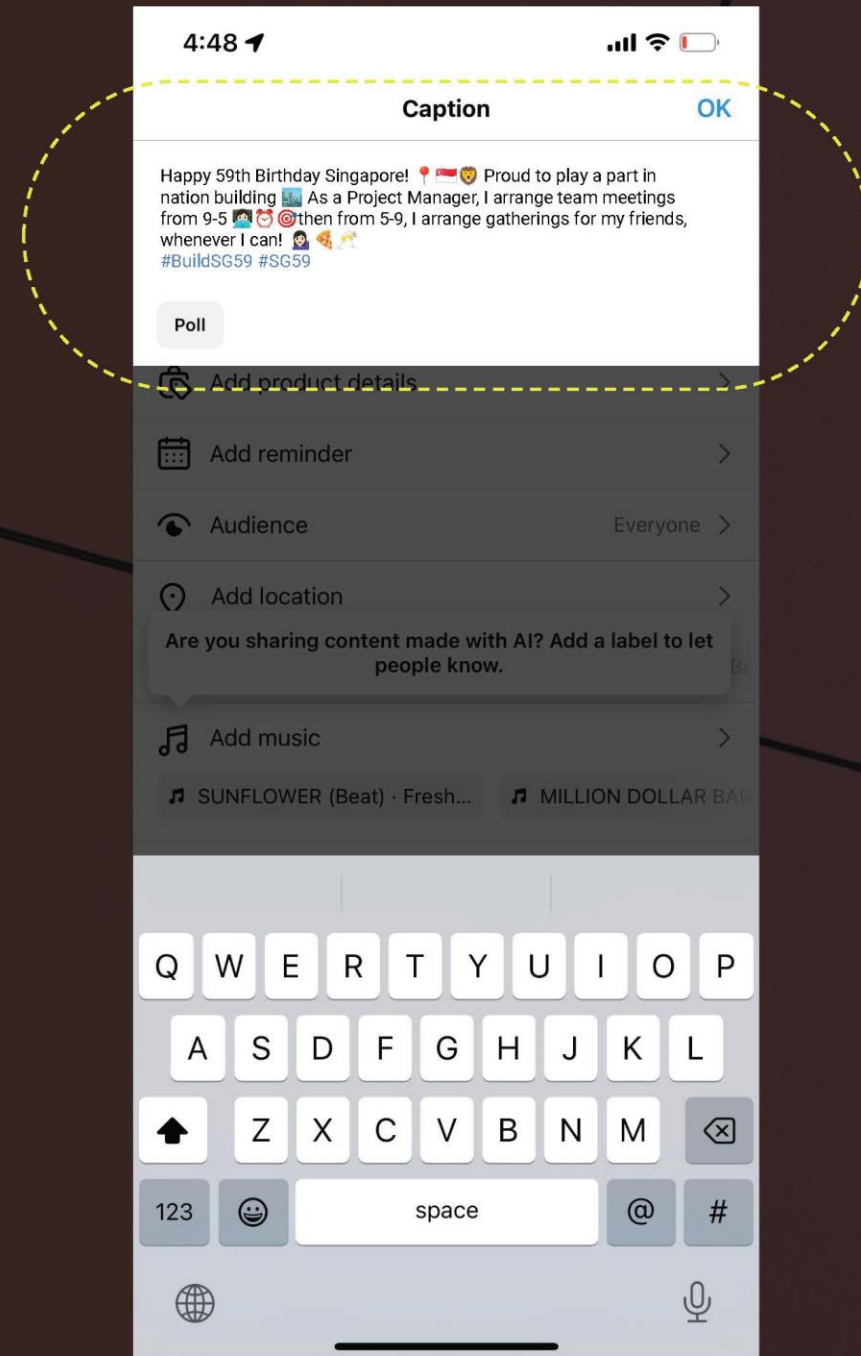
**#BuildSG59 #SG59**

Here's another example, if you happen to be a student!

Happy 59th Singapore! 📍🇸🇬 Can't wait to play a part in nation building 🏢🦁 As an aspiring architect, I work on my studies from 9-5 🧑💻📚 then 5-9, I work on my fitness at the gym 🏋️🔥💪🎧

**#BuildSG59 #SG59**

Remember to include the hashtags (**#BuildSG59 #SG59**) and tag us **@buildsingapore**





# That's it!

Share your post and ensure that **it's open to public**. Don't forget to ask your friends and colleagues to join in too!

Tip: Share on LinkedIn and Facebook too!





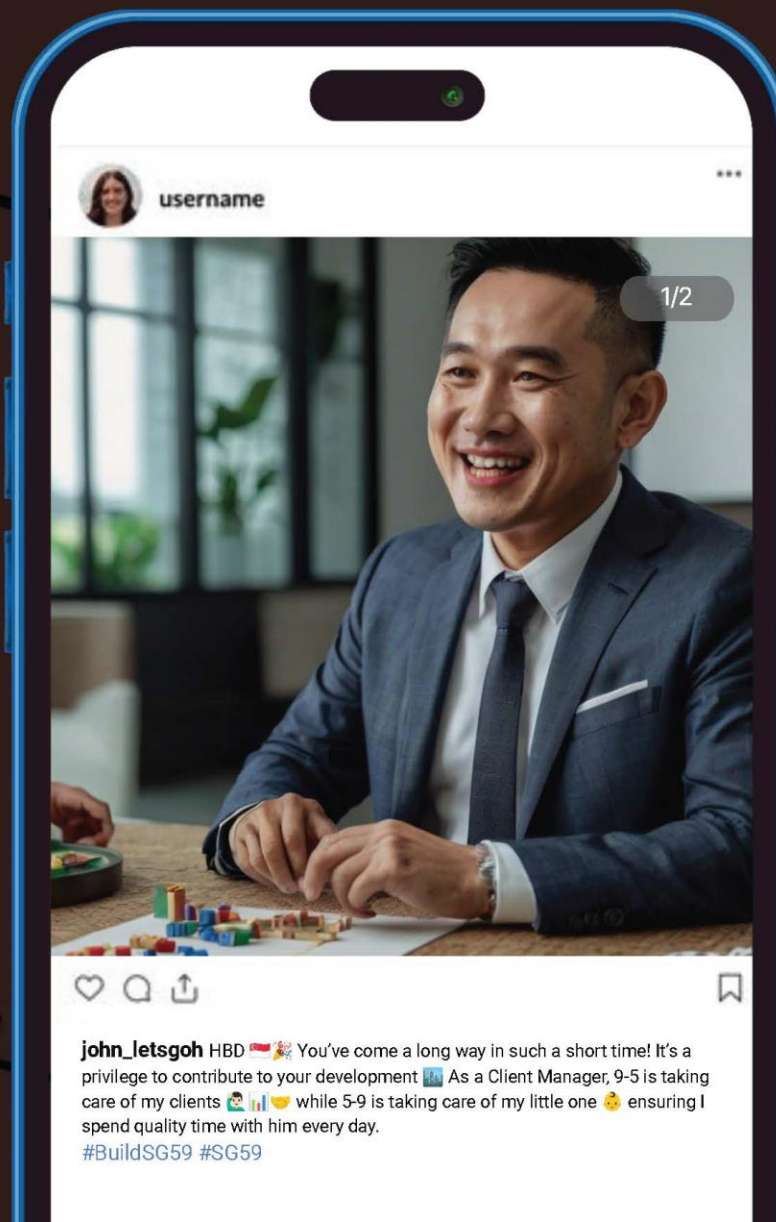
If you face challenges creating your post, here's an easier way.

# Alternative method

Post two photos on Instagram showing what you do between 9am-5pm (work-related) and what you do between 5-9pm (after work).

Then write your caption and post!


(For tips and hashtags to use in your caption, simply refer to the previous 2 slides)









## Tips:

You can also use the saved screenshot image created in IG and post it in your LinkedIn.

It is perfectly cool too to create the post in your own style with the caption and #hashtags if you do not have an IG account



 Home  My Network  Jobs  Messaging  No



### Isabelle Hwang


Associate Director  
XYZ Built Environment Company  
Vice-President at  
Women's Association,  
Singapore  
Chair, TAC

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### Isabelle Hwang

Associate Director  
XYZ Built Environment Company

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**Happy 59<sup>th</sup> Birthday, Singapore!**  
**Proud to play a part in nation building.**  
**#BuildSG59 #NDP59**

We spend 9-to-5s building Singapore, and our 5-to-9s immersing in the Singapore we collectively built.  
I am a QS in the day and part of the team to work on Changi Jewel. After work, I am a chef who loves to experiment new food creation with my culinary skills! [more](#)



**Jewel Changi Airport**  
Airport in Singapore

# Campaign Period

Period	Caption for the post	Platform
1 – 9 Aug	<ol style="list-style-type: none"><li>Each post to start with <b>Happy 59<sup>th</sup> Birthday, Singapore! Proud to play a part in nation building.</b></li><li>Next, share on your professional side (i.e. job title/job role/proud projects) and then their personal self (hobbies/fun fact)</li><li>End with 2 hashtags <b>#BuildSG59; #NDP59</b></li></ol> <p><b><i>Post it before 5<sup>th</sup> August to be captured in our summary post on 9<sup>th</sup> August 2024!</i></b></p>	On your own social media platform – IG, FB, LinkedIn



Start your post today and celebrate  
National Day as a BE community!

