

A hand holding a glowing, colorful prism against a background of abstract, geometric shapes in shades of blue and purple.

Weltvermesserer –
the geodesy's campaign
for young talent.

Weltvermesserer. Intention.

There is a lack of a common strategy to point out the possibilities of the geodetic profession to **young people** aged 14-19 who are in the process of deliberating their future professional orientation and to arouse their curiosity.



The BDVI (NGO) therefore initiated a social media campaign with associations, universities and employers in the sector (Interessengemeinschaft Geodäsie, IGG) to recruit young talent in the field of geodesy.

Weltvermesserer. Goal.

Our goal is to attract young talent to our sector: from apprenticeships in surveying technology and geomatics to students of geodesy/ geoinformatics.

- ✓ Advertising to young people in the target group of 14 to 19 year olds.
- ✓ Raising awareness of the field of geodesy

The target group should be made curious with geodesy.
Geodesy should be part of the considerations when choosing a career.

The campaign is intended to direct the target group to comprehensive information offers from technical colleges, universities.



Weltvermesserer. The challenge.



The initiators of the social media campaign are aware that all current online activities and campaigns by associations, universities, various networks and cooperation partners must be bundled. Content should be integrated, adapted and coordinated in order to achieve our common goal - the **recruitment** of young talent.

For this reason, all partners have **committed** to provide content in the form of images, texts and videos for a joint channel.

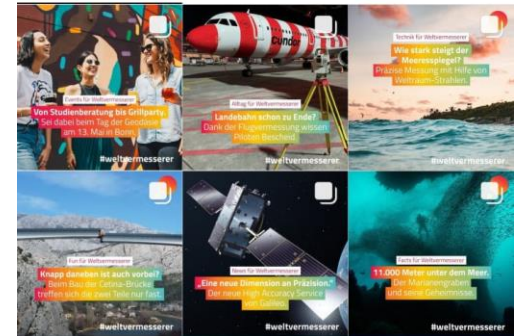
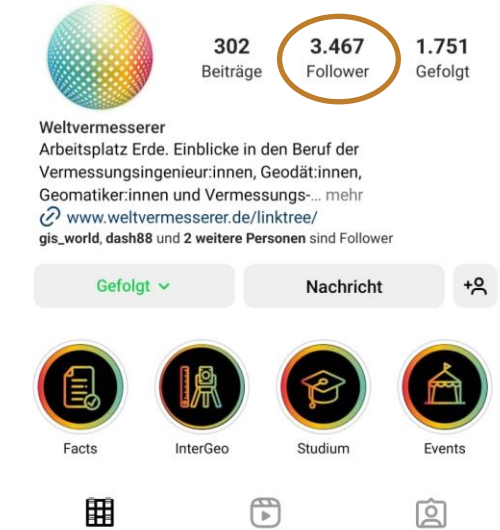
As the Social Media Manager I **coordinate** the processes, briefs the agency and monitors the deadlines. She takes care of community management and monitoring. This is to guarantee that postings appear continuously, that the channel gains traction and that it reaches the target group.

Weltvermesserer. Instagram.

With a campaign, primarily run on Instagram, one focuses on a visual medium and works with meaningful images and videos. Accordingly, **tangible** motifs that appear natural, young and passionate are chosen.

The visual language should convey a positive mood, show people with authentic emotions, be spontaneous and fresh and even a little loud.

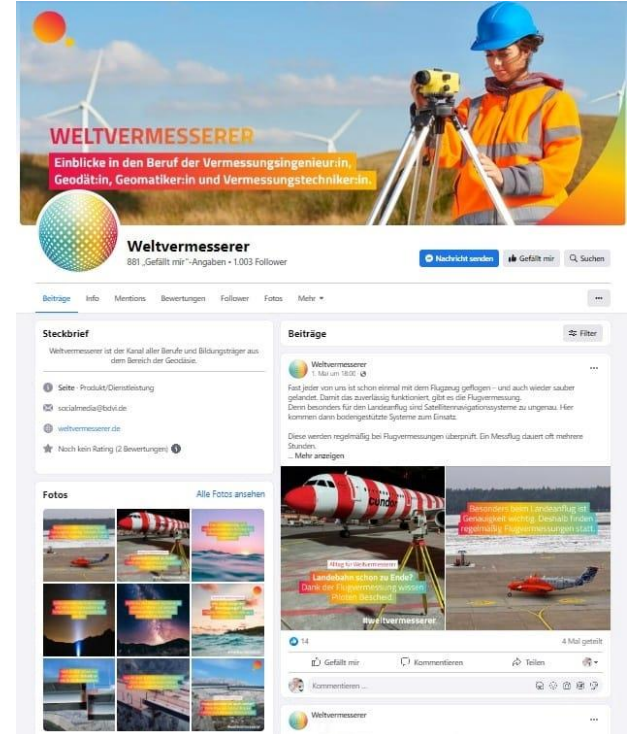
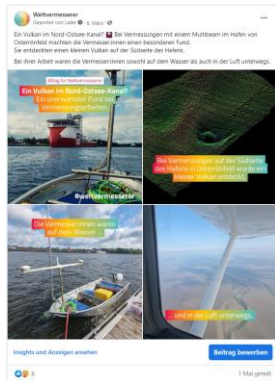
Since mid-August 2020, the Instagram channel **@weltvermesserer** has been used to generate a basic buzz with regular posts and stories.



Weltvermesserer. Facebook.

The additionally launched **Facebook** channel is intended to give partners and supporters the opportunity to find out about the campaign even if they do not have an Instagram account.

The content is mirrored via a posting tool and thus also visible on Facebook. However, the **main focus** remains on the Instagram channel.

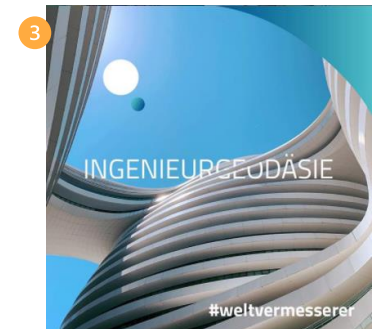


Weltvermesserer. What we are looking for.

The „Weltvermesserer“ wants to visibly stand out with its content in order to reach the target group.

Interesting for us:

1. Unusual perspectives
2. Exciting places & squares
3. Outstanding Architecture
4. Technical Innovations
5. Personalities / Characters
6. Fun images
7. Event / Fair



Weltvermesserer. Content.

To reach such a young target group, we have to address them at eye level, arouse their curiosity, be authentic. This is how we do it:

Content from image database:

1. Show professionalism. // Fun facts about everything to do with geodesy.
2. Laughter is allowed. // Show that you have a sense of humour.
3. Inspire the target audience. // Beautiful photos of everyday life on the job.
4. Challenge tharget group. // We do competitions, contests, quizzes.

Content from partners:

1. Be authentic. // Interactive questions for geodesists
2. Tell them stories. // Stories from everyday working life
3. Show me the world. // People with unusual jobs from all over the world
4. Nerds are the new hipsters // We show technology that inspires.



Weltvermesserer. From raw material to posting

Initial impact do not to be perfect, since we can improve them afterwards.

To do this, we colour picture elements, change the perspective or help ourselves with retouching - until the **result** is perfect.



Weltvermesserer. Worth noting.

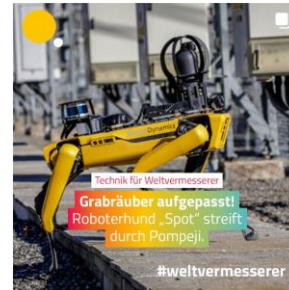
We **value** all submitted content. Due to the variety and diversity of the content offered, we always carefully consider which content fits the look and feel of the “Weltvermesserer” and appeals to our target group, and then decide which content will ultimately be used.

We post fun, technical or **knowledge** facts in regular rotation to ensure an interesting mix of posts on Instagram. We also consider seasonal events, holidays, trade fairs or political developments in our strategy. Our posts are usually coordinated and scheduled 6-8 weeks in advance.

Due to these competing factors, your submission may not make the selection or may be posted at a later date.

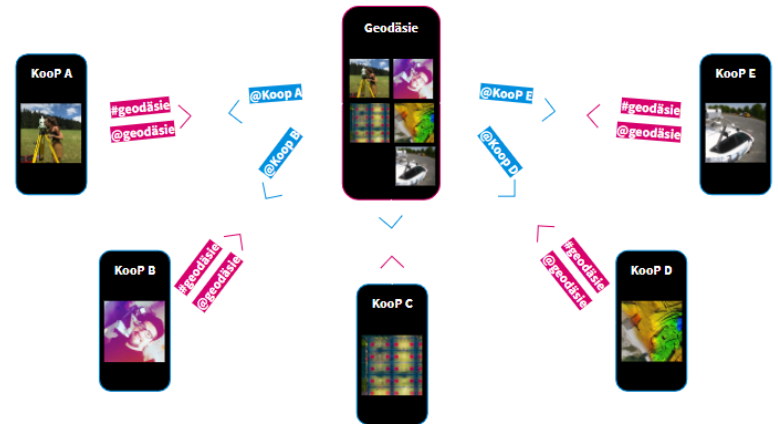
In order to achieve the best possible campaign outcome, we may also pick up a submitted **theme** but post it with other visual material.

In our experience, approval loops require a lot of time: Therefore, content proposals should be sent to us as carefully and comprehensibly described as possible.



Weltvermesserer. Benefits for our partners.

1. If you **create** content, you have content for your own channels.
2. If you share content, you **extend** reach through links.
3. With content, every partner can present itself as an **employer**.
4. With content from all partners, the geodesy channel gains **variety**.
5. Our geodesy channel offers content **inspiration** for the Instagram and Facebook channels of each partner.
6. Sponsored postings reach young people regionally and in a **targeted** manner based on age and interests.
7. As a result, you'll strengthen your own **network** & accumulate followers.
8. Through regular **evaluation** of channel matrix ,
we generate shared insights about the target group,
which represents helpful knowledge for our partner channels.



Weltvermesserer. Recurring questions.

Who can take part?

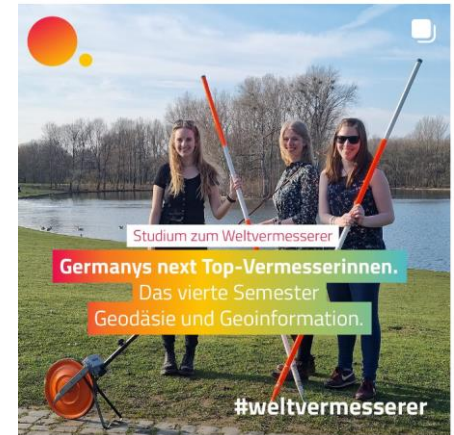
Anyone who wants to provide interesting content about geodesy can participate. We are particularly pleased to hear from committed young people who share their everyday training in a company or at university in the form of pictures and video material. Company content is also welcome, as long as it is not advertising.

May the material from the "Weltvermesserer" be used for one's own social media?

The material can be shared, reposted or retweeted. What is not allowed is to **download** the data and repost it on your own pages. Since we have received the rights of use from the copyright holders, this transfer of rights only applies to the "Weltvermesserer", but not to third parties. In this case, the original copyright holder must be asked for the material and a release, these are named in the posting and can be found there. We do not share the e-mail addresses of contributors.

Is it allowed to embed content from the "Weltvermesserer"?

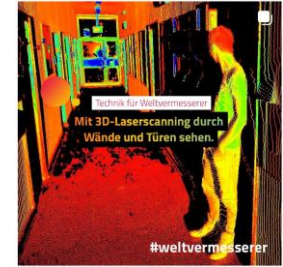
The material can always be embedded in your own pages. This way, the original source is preserved, and **copyright** is protected. The only thing you need to be aware of is to adapt your own privacy policy/ cookie information, because sites like FB, Instagram or YouTube collect customer data.



Weltvermesserer. Recurring questions.

Is there an evaluation of the data for contributors?

We evaluate our data every **3 months** to be able to make statements about the success of the campaign. We work with Google & Instagram Analytics, as well as Matomo on the landing page. This data is processed graphically and sent to all contributors with a description and the learnings. This creates transparency and helps us to understand user behavior. It is therefore also an added value for the contributor. This information than can be used for your own social media activities.



Why is there no YouTube or TikTok channel?

It was a strategic decision of IGG to focus on our target group on Instagram. Every social media channel has its own rules and needs up-to-date know-how in order to perform successfully. Since this ties up manpower and involves **additional costs**, the decision was made to focus purely on Instagram. With Stories, IG TV and the Reels format, video content can also be shared with the community on Instagram. For TikTok, we are missing a person who wants to be the face of the campaign.

Weltvermesserer. Social Media Plus.

To generate reach and visibility beyond the Instagram campaign, the following overarching social media measures were taken:

- Flyer
- Brochures
- Posters
- Car stickers
- Beach flags
- Appearances at trade fairs & congresses
- Website www.arbeitsplatz-erde.de

Flyer »Weltvermesserer«

Hier finden Sie unsere Flyer als hochauflösende Druckvorlagen.



Flyer Motif »Wald«



Flyer Motif »Tropen«



Flyer Motif »Sternen«



Flyer Motif »Gletscher«

Druckdaten Motif »Wald«

Druckdaten Motif »Tropen«

Druckdaten Motif »Sternen«

Druckdaten Motif »Gletscher«



Flyer Motif »Handy«



Flyer Motif »Geodäten«



Flyer Motif »Berge«

Druckdaten Motif »Handy«

Druckdaten Motif »Geodäten«

Druckdaten Motif »Berge«

Fahrzeugaufkleber »Weltvermesserer«

Mit den Fahrzeugaufklebern zur Mobilisierung: Bitte klicken Sie auf das Thumbnail-Bild um eine Vorschau anzugeben zu bekommen.



Autbaufkleber 100 x 150 mm



Autbaufkleber 500 x 350 mm (Variante 1)



Autbaufkleber 500 x 350 mm (Variante 2)



Autbaufkleber 600 x 300 mm

190 x 180 mm (als pdf)

500 x 350 mm, Variante 1 (als pdf)

500 x 350 mm, Variante 2 (als pdf)

600 x 300 mm (als pdf)



Autbaufkleber 500 x 400 mm



Autbaufkleber 2.000 x 400 mm (Bsp. 4)



Autbaufkleber 2.000 x 400 mm (Bsp. 4)

800 x 400 mm (als pdf)

2.000 x 400 mm, Bsp. 4 (als pdf)

2.000 x 400 mm, rechts (als pdf)

Weltvermesserer. Contact.

If you have any questions about the campaign or would like to support us with images or video material, please feel free to contact me.



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(Reachability : monday / wednesday / thursday)

A hand is shown holding a glowing, rectangular object that emits a bright pink light. The background is dark with vibrant, out-of-focus geometric shapes in shades of blue, purple, and pink, creating a futuristic or abstract atmosphere.

Weltvermesserer –
Thank you for your attention.