PLEDGE CAMPAIGN

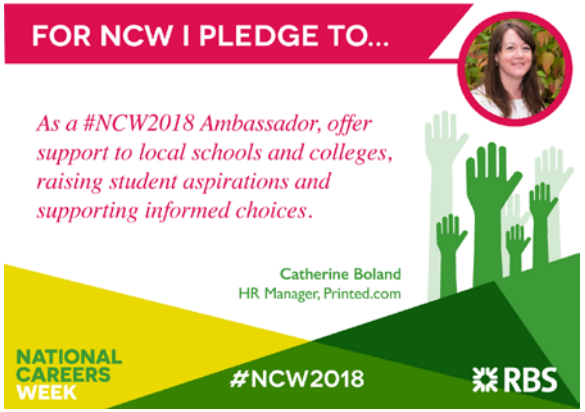
In preparation for Careers Week a number of individuals and organisations make their pledge using the hashtag #NCW2019.

Pledges have included the following:

- A career focused lesson
- Promote and get involved with #NCW2019
- Arrange to visit a local School, College, Training Provider or University
- Leaders – free up staff time to get involved with #NCW2019
- Giving an insight in your career area
- Supporting Careers Events
- Career insights and talks
- Providing Work experience

Or alternatively you could make your own pledge.

CLICK HERE
TO SUBMIT
YOUR OWN
PLEDGE



TWITTER

Twitter is the main source of our Social Media activity in the build up and throughout the week. This is due to the fact twitter is very much 'live' and easy to update. We do try to engage and RT as much content as possible when we are tagged in tweets and when the hashtag is used #NCW2019.

We have found when using Twitter better engagement when a hyperlink and graphic are included with a tweet. A reminder that you can now tweet over 280 characters which is an added bonus and enable you to add more potential content. Included with this pack is an excel spreadsheet with example tweets and graphics. These are only a suggestion and starting point to give you some ideas.

KEY THEMES FOR THE WEEK

Each day of National Careers Week has a key theme, focus and partner. The themes are:

	Organisation	Twitter Handle
Monday	RBS	@rbsearlycareers
Tuesday	Merchant Navy	@Careersatsea
Wednesday	NHS	@HealthCareersUk
Thursday	IMI	@IMICareers
Friday	-	-

You may want to tailor appropriate content to tie into the various themes.

DATA SUPPLIED BY TWEETBINDER COVERING 5 TH - 10 TH MARCH 2018

#NCW2018

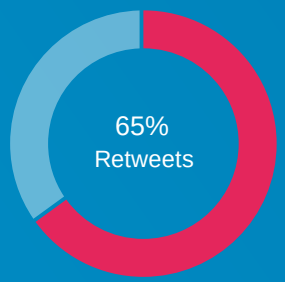
POTENTIAL IMPACTS*

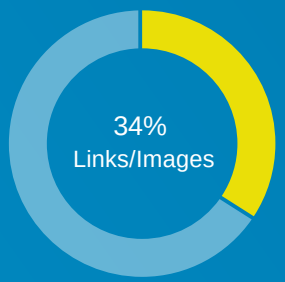
UNIQUE USERS REACHED

CONTRIBUTORS

*THE POTENTIAL NUMBER OF TIMES SOMEBODY COULD HAVE SEEN THE HASHTAG

TOTAL NO. OF TWEETS

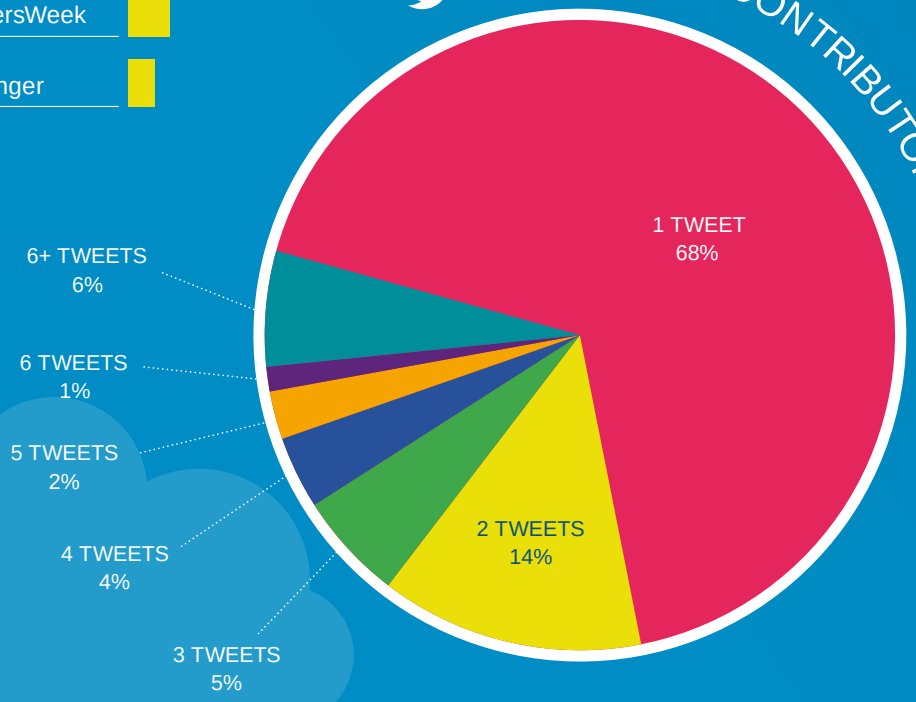




TWITTER

TOP HASHTAGS

TWEETS PER CONTRIBUTOR



Most popular contributors by number of followers

@EDUCATIONGOVUK

269,132 followers

@RSPCA_OFFICIAL

250,642 followers

@THEDUKEOFYORK

207,549 followers

@TEACHERTOOLKIT

189,472 followers

@OFSTEDNEWS

171,663 followers

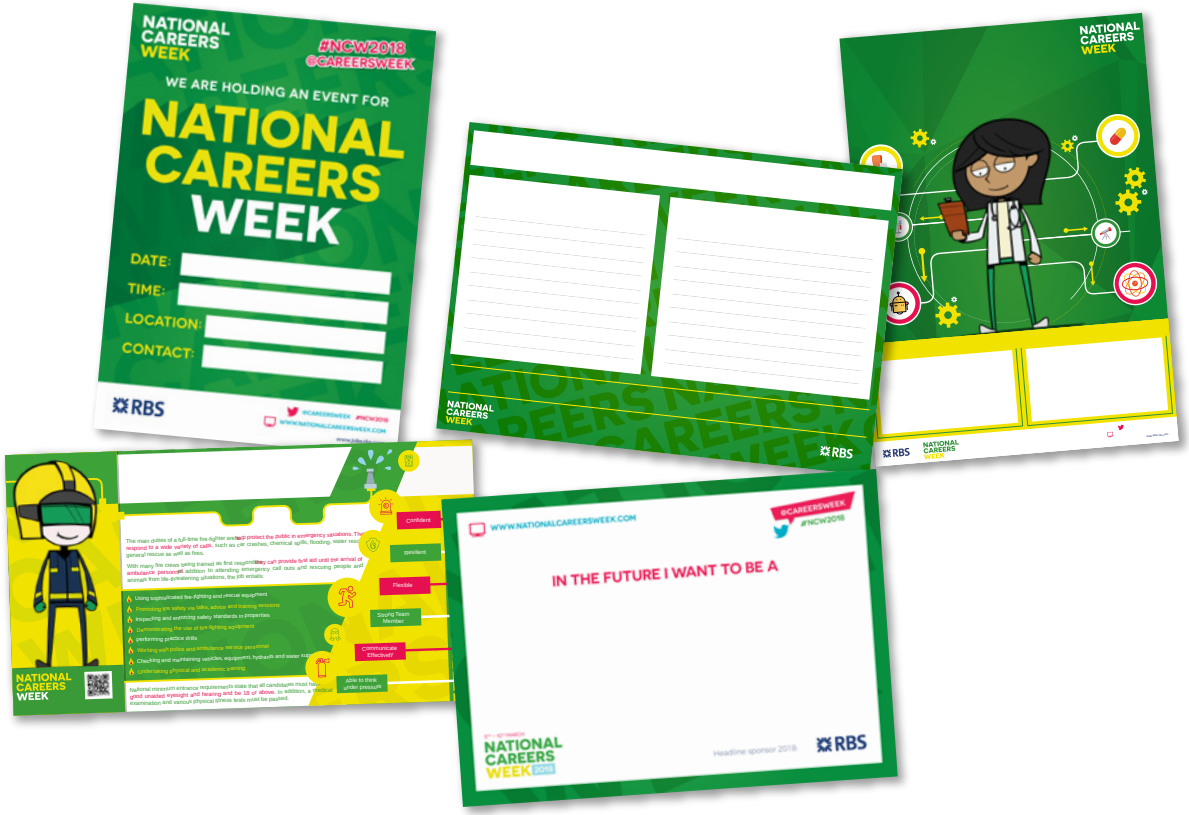
@NORTHUMBRIAPOL

137,941 followers

RESOURCES

If you have used an NCW resource, try and get a picture and tag usocial media as we love to see these being put to good use!

All of our resources are free to download visit: www.nationalcareersweek.com/resources



A few snaps of our 2018 resources in action!

SOCIAL MEDIA PACK

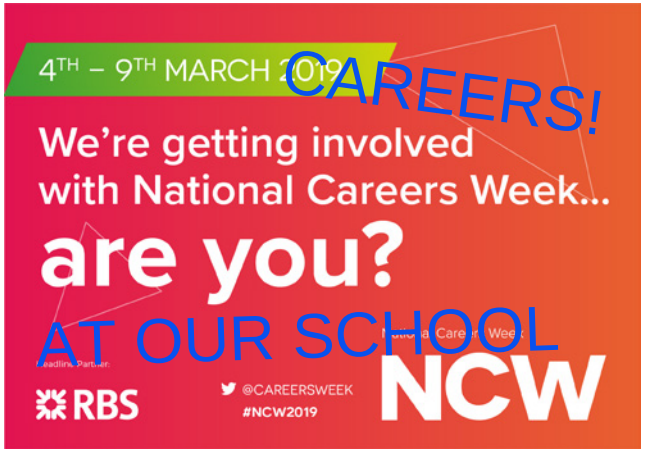
Included with this pack are social media graphics for you to use. It is essential that when sent out, these graphics are not altered in anyway in order to keep them in line with our brand. We ask that you attach them to posts as they are without altering them, and remember to use that hashtag on the end of your post! #NCW2019

PLEASE DO NOT:

Distort images

Use incorrect size images for social media banners

Change or overlay colours



Add your own text, images or other content

POST EXAMPLES 2018: FACEBOOK

Damian Hinds
March 9 - Alton

#NCW2018 Delighted to be invited back to Eggar's School this morning for part of their National Careers Week activities. And thank you to year 7 for a great Question Time session; insightful questions as always.

17 1 Comment 4 Shares

Northumbria Police
March 5 - Northumbria

This week is National Careers Week 2018! See the poster below for an insight into the variety of roles we offer, and key skills you need to carry them out! #NCW2018

for more information on careers in Northumbria Police, visit: www.careers.northumbria.police.uk

46 17 Comments 33 Shares

Gavin Shuker MP
March 12 - Luton

On Friday Gavin visited Stopsley High School as part of National Careers Week to undergo a grilling from budding journalists from the school newspaper.

National Careers Week is a great opportunity for young people to begin to think about what they might want to do after school and get the guidance necessary to make this a reality.

43 2 Comments 1 Share

Malet Lambert Official
March 15 - Hull

As part of National Careers Week last week, a group of our pupils attended the Green Port Hull Women into Manufacturing and Engineering (WiME) Event, aimed at encouraging women into the manufacturing and engineering industries.

17 3 Comments 4 Shares

POST EXAMPLES 2018: TWITTER

Emma Hardy MP
@EmmaHardyMP
Follow

Very inspiring Women in Manufacturing and Engineering event with so many brilliant companies and enthusiastic young girls. I hope many more girls will consider a job in manufacturing and engineering. #WiME #CareersWeek

10:49 AM - 9 Mar 2018 from Hull, England

19 Retweets 28 Likes

careersinracing.com
@careersinracing
Follow

"I loved my 16 years spent at Sky Sports, but presenting horse racing has always been my dream job". 😃🐴.

Read our full interview with @chamberlinsport of @itvracing discussing his sporting career so far: ow.ly/CbNy30bQeRD

#NCW2018 #NAW2018 #WorkInRacing #ITVRacing

10:11 AM - 10 Mar 2018

1 Retweet 2 Likes

Diana Johnson
@DianaJohnsonMP
Follow

Started day welcoming Hull young women to a careers open day for Women into Manufacturing and Engineering. @HumberCareers @CareersWeek

10:11 AM - 9 Mar 2018

12 Retweets 15 Likes

WeltonPrimarySchool
@SchoolWelton
Follow

We had a brilliant STEM careers day today with some amazing visitors including a Lieutenant Commander of a nuclear submarine, an air traffic control programming engineer to a bridge designer! #NCW2018 @CareersWeek @STEMLearningUK

4:54 PM - 9 Mar 2018

4 Retweets 18 Likes

POST EXAMPLES 2018: INSTAGRAM

exeterschooluk
Exeter

59 Likes

Thanks to alumna Lucy James (2004-2011) who gave three talks for pupils from Lower Fifth to Upper Fifth on studying languages at university, and using languages in a career, as part of National Careers Week.

#NCW2018 #NationalCareersWeek

MARCH 10

georgiebraz
Houses of Parliment

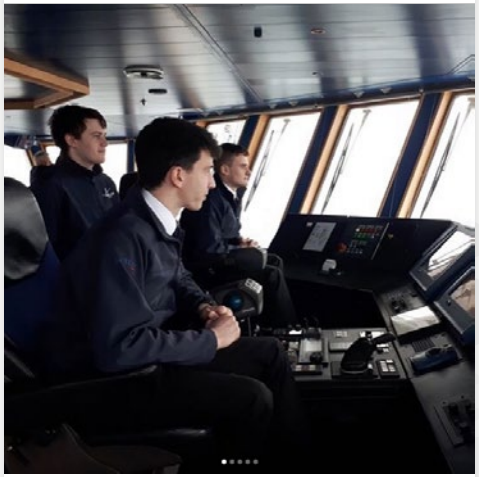
27 Likes

This is our "WE JUST SPOKE AT THE HOUSE OF COMMONS" face!

We ❤ @careersweek #NCW2018

MARCH 5

northlink_ferries
Unst, Shetland



44 Likes

Four Northlink cadet travelled to Unst in Shetland to visit the Baltasound Junior High School for a careers afternoon yesterday. To get there involves travelling on two small ferries and the cadets were fortunate enough to get a bridge visit on both.

It was great to chat to students and teachers about what a career at sea entails. We hope they have helped inspire some future seafarers!

#NCW2018 @careersweek @careersatsea

MARCH 9

nextstepssw
Knoweldge Spa

15 Likes

Students from @brannel.school had a great evening finding out about some of the different blue light uniform careers at our second Mid Cornwall Careers Network event for @careersweek #NCW2018 #yourfuture

MARCH 7

WE LOOK FORWARD TO READING AND SHARING YOUR SOCIAL MEDIA POSTS.
THANKS FOR WORKING WITH US.

National Careers Week

NCW

TH TH MARCH