

National Careers Week

# NCW

## Social Media Guide

Schools, colleges & organisations

Headline Partner:

 @CAREERSWEEK



# ABOUT NCW

National Careers Week (NCWCIC) is a celebration of careers guidance and free resources in education across the UK. The aim is to provide a focus for careers guidance activity at an important stage in the academic calendar to help support young people leaving education. With youth unemployment remaining high and employers citing that young people are ill prepared with the basic skills needed for employment, there has never been a bigger need for careers guidance to be promoted and celebrated in education.

National Careers Week is the perfect platform to advise and inspire the next generation as they enter the world of work. The week encourages education providers to bring together students, local employers and advisers through careers events and activities.

During National Careers Week it is up to every school, academy and college to offer careers advice and guidance to their students with support from NCW in providing free resources, information on current career opportunities and advice on activities and exercises to run.

**WHAT?**

National Careers Week is driven to improve the life chances and social mobility of those that need it most.

**HOW?**

We will achieve this by continuing to work with all stakeholders responsible for addressing the issue of quality CEIAG provision in the UK.

**WHY?**

To support all to understand, realise and fulfil their career goals.

# OFFICIAL ACCOUNTS

Click on the buttons to visit our official social media accounts.

**TWITTER**

@Careersweek

**FACEBOOK**

@NationalCareersWeek

**INSTAGRAM**

@Careersweek

**YOUTUBE**

National Careers  
Week

**LINKEDIN**

National Careers  
Week CIC

**WEBSITE**

[nationalcareersweek.com](http://nationalcareersweek.com)

The official hashtag for National Careers Week 2019 is **#NCW2020**

Please ensure you use this in your Social Media activity and tag the relevant Social Media platforms. This helps build momentum and we often trend throughout the week. We will endeavour to RT, share your posts and include a selection of your tweets in our Report. There is a lot of great content being shared on the various Social Media platforms, any sharing would also be greatly appreciated.

Other hashtags you may also want to include in your tweets to reach a wider audience are as following:

#SLTchat	Senior Leaders
#Ukedchat	Teachers and Leaders
#Careers	Various organisations and individuals involved with careers
#Employability	All things employability
#Ented	Enterprise Educators
#Enterprise	Enterprise Education
#CEIAG	Careers Education Information Advice and Guidance
#PHSE	Personal, Social and Health Education
#SENDED	Special Education Needs
#PrimaryRocks	Primary Educators

JOIN THE  
CONVERSATION

**#NCW2020**  
**@CAREERSWEEK**

NATIONAL CAREERS WEEK  
GROWING OPPORTUNITY  
JOBS  
SHARING  
SKILLS  
ENCOURAGING  
INSPIRING  
OPPORTUNITY  
INFORMING  
EMPLOYABILITY  
INNOVATION  
FUTURE  
COLLABORATION  
#NCW2020  
CAREERS  
DEVELOPING  
CREATIVITY  
ENTERPRISE



# KEY MESSAGES

## In Build up to the Week

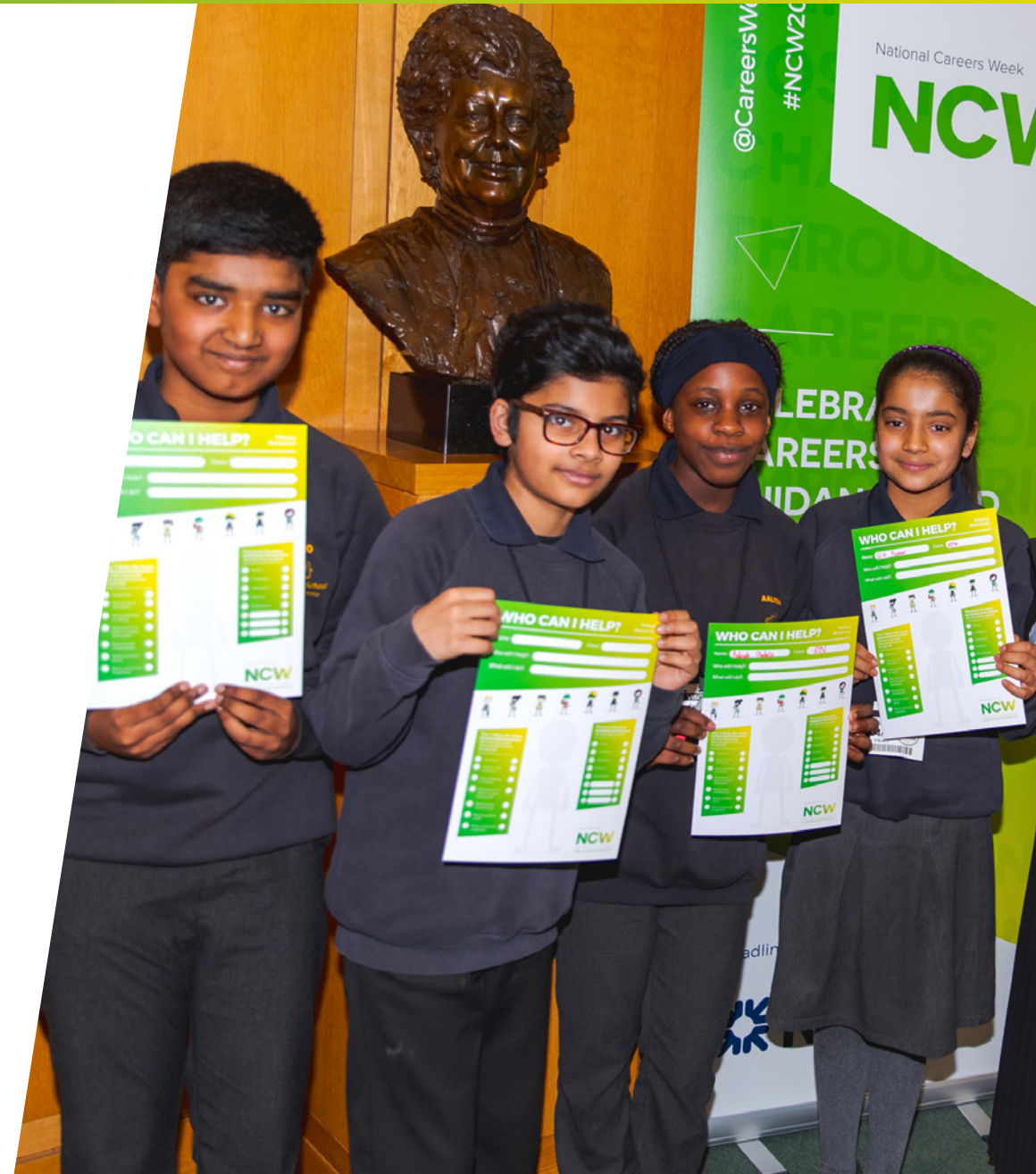
- Promoting the week - 2<sup>nd</sup> – 7<sup>th</sup> March 2020
- Collaboration and sharing good practice
- Pledge campaign
- Promoting our new website packed full of FREE Resources - [www.nationalcareersweek.com](http://www.nationalcareersweek.com)
- Encouraging all stakeholders to get involved with the week
- Using the official hashtag #NCW2020

## In Careers Week 2<sup>nd</sup> – 7<sup>th</sup> March

- Promoting possible careers routes, stories and discussion
- An opportunity to promote your work around careers and involve a wider audience
- Location of Events

## After Careers Week

- Reflecting on the week
- Sharing good news stories
- Evaluation and Case Studies
- Promoting Careers Week 2021



# PLEDGE CAMPAIGN

In preparation for Careers Week a number of individuals and organisations make their pledge using the hashtag **#NCW2020**.

Pledges have included the following:

- A career focused lesson
- Promote and get involved with #NCW2020
- Arrange to visit a local School, College, Training Provider or University
- Leaders – free up staff time to get involved with #NCW2020
- 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

**For NCW I pledge to...**

*I'm going to help as many colleagues as I can be clear, capable and motivated to support careers events in our local schools and help make NCW2019 the best one yet!*

John Owen  
Marketing and Attraction consultant, RBS

National Careers Week **NCW** Headline Partner **RBS**

This is a teal-colored pledge card. It features a circular RBS logo in the top right corner. To the right of the text is a graphic of three hands (one blue, two white) reaching upwards. The card includes the National Careers Week (NCW) logo and the RBS logo as a headline partner.

**For NCW I pledge to...**

*I'll be promoting NCW2019 as a terrific initiative for all to get involved in by encouraging colleagues in my network to sign up to the pledge.  
I'll be blogging, speaking at a regional conference on all-age careers provision, publishing a paper to stimulate ideas about careers support for young people not in education, training and/or employment (NEET) and, most importantly, I'll be offering practical careers guidance to some young people and adults.*

Dr Deirdre Hughes OBE  
Director, DMH Associates & Associate Fellow  
DMH Associates, Exeter and Institute for Employment Research (IER)  
Warwick University

National Careers Week **NCW** Headline Partner **RBS**

This is a red-colored pledge card. It features a circular portrait of Dr Deirdre Hughes OBE in the top right corner. To the right of the text is a graphic of three hands (one red, two white) reaching upwards. The card includes the National Careers Week (NCW) logo and the RBS logo as a headline partner.

# 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 **#NCW2020**.

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.



TOTAL TWEETS



ORIGINAL TWEETS  
(EXCLUDING RETWEETS)



## #NCW2019 Stats:

**264,681,737**

POTENTIAL IMPACTS\*



**51,401,899**

UNIQUE USERS REACHED



**10,951**

CONTRIBUTORS

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

# TWITTER



## Most popular contributors by number of followers:

@STEPHENFRY



12,720,428  
followers

@UKPARLIAMENT



1,420,805  
followers

@METPOLICEUK



1,208,336  
followers

@HAIRYBIKERS



1,155,843  
followers

@BRYANADAMS



657,324  
followers

@REALSIRTOMJONES



589,919  
followers

## Top 10 related hashtags:



**#NCW2019** 14,846

#nationalcareersweek 1,814

#naw2019 1,632

#careers 1,591

#ncw19 612

#iwd2019 550

#careersweek 537

#career 437

#wearethenhs 420

#nationalcareersweek2019 415

Data supplied by Tweet Binder covering Feb 8, 2019 - Mar 10, 2019



# 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](http://www.nationalcareersweek.com/resources)

## A FEW SNAPS OF OUR 2019 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! **#NCW2020**

## PLEASE DO NOT:



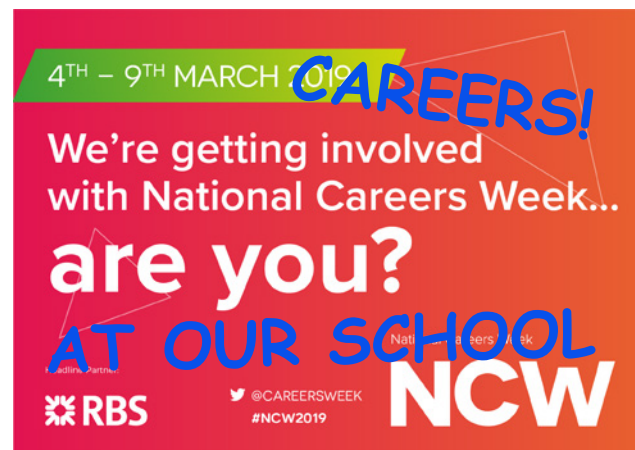
*Distort images*



*Use incorrect size images for social media banners*

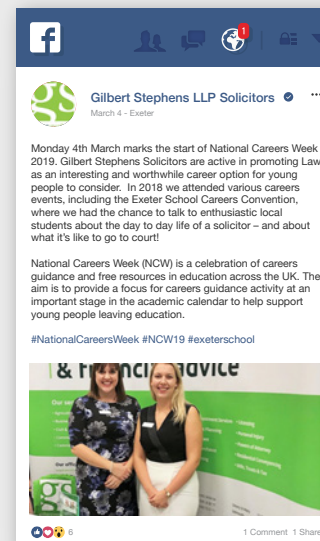
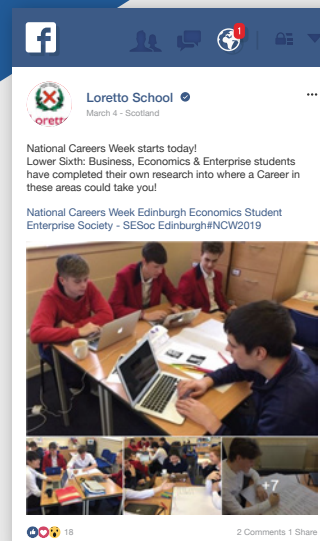
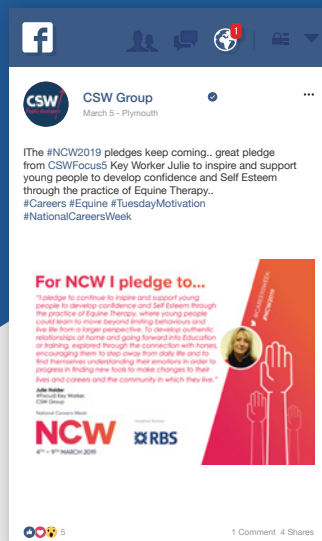
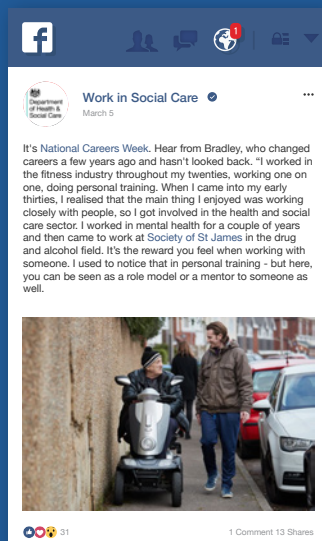
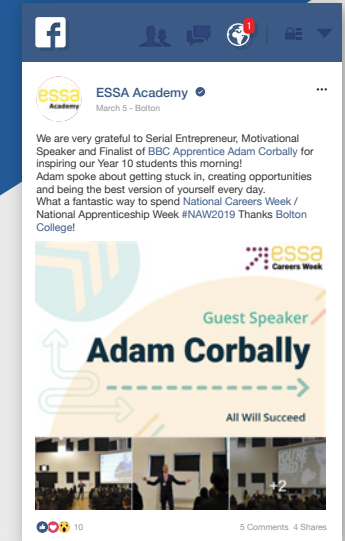
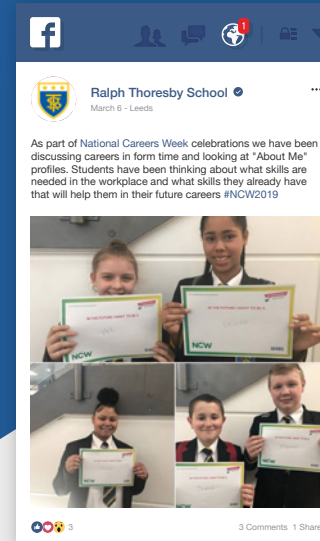
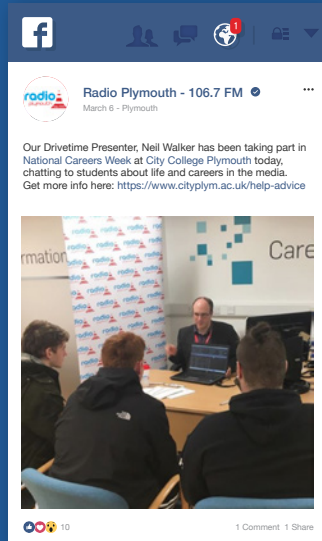


*Change or overlay colours*



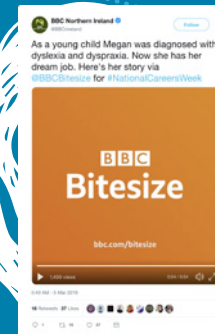
*Add your own text, images or other content*

# POST EXAMPLES 2019: FACEBOOK



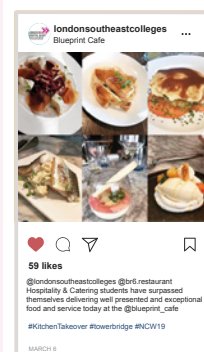
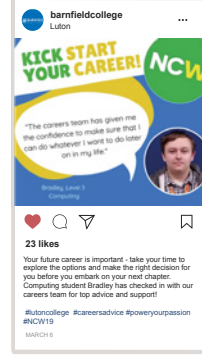
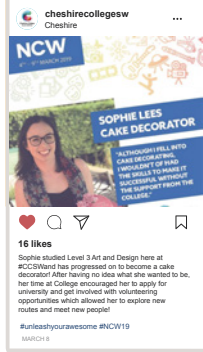
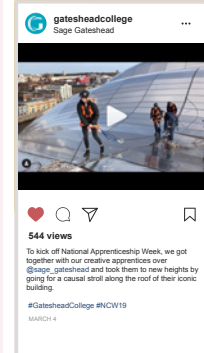


# POST EXAMPLES 2019: TWITTER





# POST EXAMPLES 2019: INSTAGRAM



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

National Careers Week

**NCW**

**2<sup>ND</sup> – 7<sup>TH</sup> MARCH 2020**