

10th YEAR ANNIVERSARY

National Careers Week 2021

Social Media Guide

Organisations

 @CAREERSWEEK

Headline Partner:



NatWest
Group

KEY CONTACT



Aims of this Document

- Overview our Social Media Strategy for National Careers Week 2021
- Official Social Media Accounts
- Key Messages, Campaigns and branding

Accompanying this Document

- Graphics Pack
- Example Social Media Content

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

The official hashtag for National Careers Week 2021 is **#NCW2021**

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

#NCW2021
@CAREERSWEEK

NATIONAL CAREERS WEEK
GROWING OPPORTUNITY
JOBS
SHARING
SKILLS
ENCOURAGING
INSPIRING
OPPORTUNITY
INFORMING
EMPLOYABILITY
INNOVATION
FUTURE
COLLABORATION
#NCW2021
CAREERS
DEVELOPING
CREATIVITY
ENTERPRISE

KEY MESSAGES

In Build up to the Week

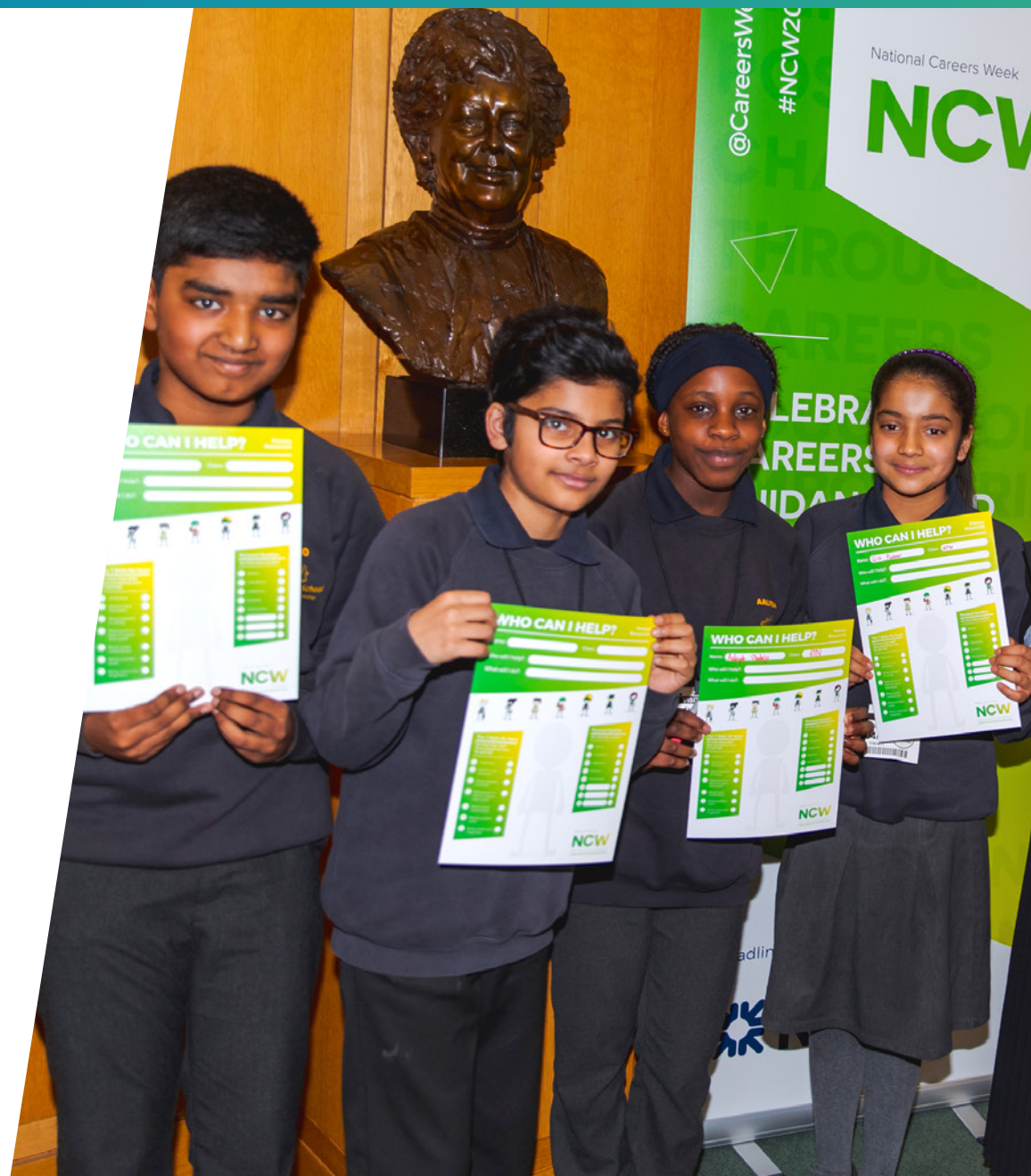
- Promoting the week - 1st – 6th March 2021
- Collaboration and sharing good practice
- Pledge campaign
- Promoting our new website packed full of FREE Resources - www.nationalcareersweek.com
- Encouraging all stakeholders to get involved with the week
- Using the official hashtag #NCW2021

In Careers Week 1st – 6th March

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

After Careers Week

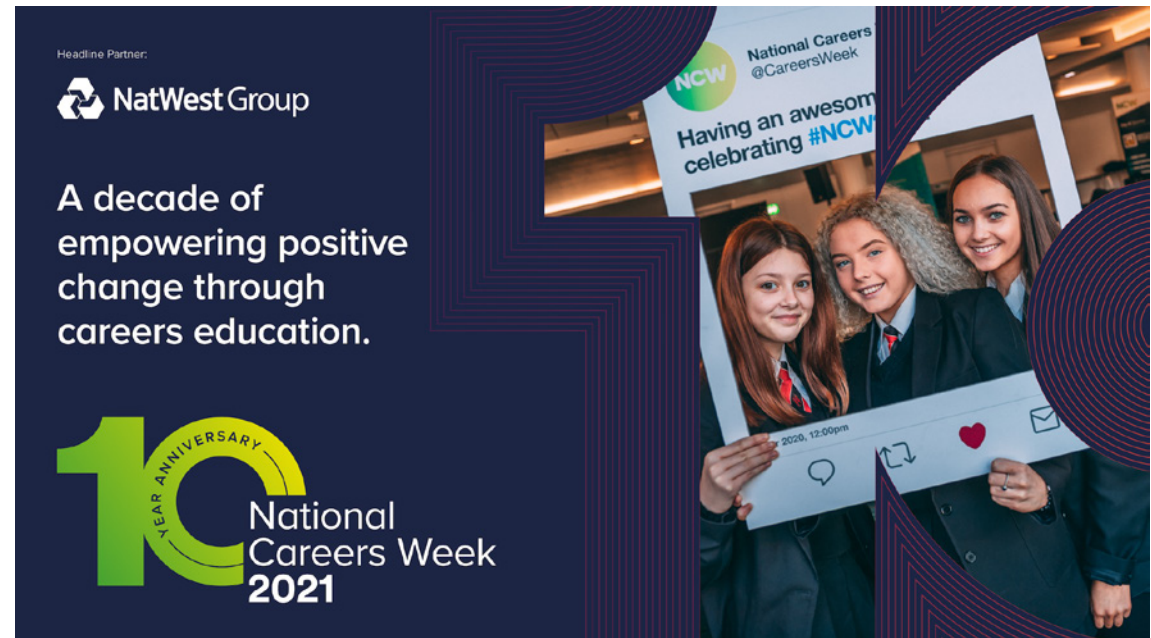
- Reflecting on the week
- Sharing good news stories
- Evaluation and Case Studies
- Promoting Careers Week 2022



KEY MESSAGES



Celebrating 10 years of National Careers Week and A digital celebration of careers.



PLEDGE CAMPAIGN

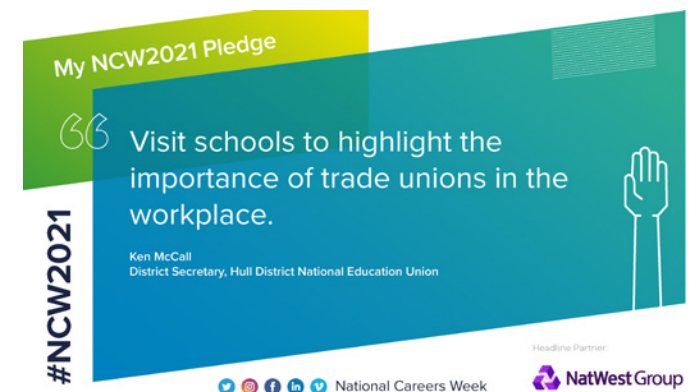
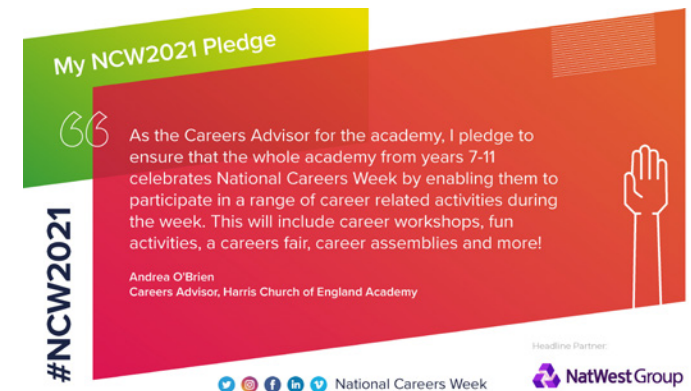


In preparation for Careers Week a number of individuals and organisations make their pledge using the hashtag **#NCW2021**.

Pledges have included the following:

- A career focused lesson
- Promote and get involved with #NCW2021
- Giving an insight in your career area
- Support our digital Careers Events
- Provide a digital Career insights and talks
- Providing a digital Work experience

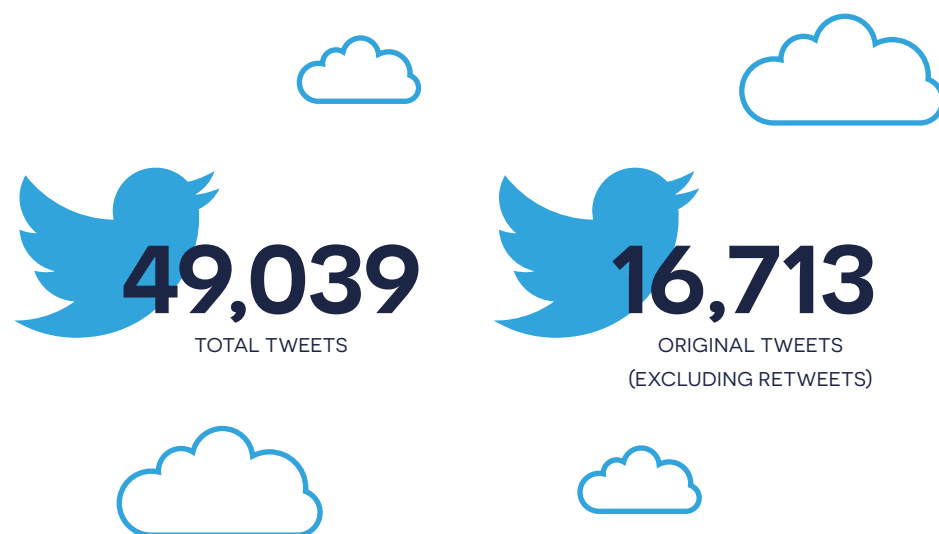
Or alternatively you could make your own pledge.



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 **#NCW2021**.

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.



#NCW2020 Stats:



314,379,986
POTENTIAL IMPACTS*



46,314,189
UNIQUE USERS REACHED



12,087
CONTRIBUTORS

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

Most popular contributors by number of followers:

@NHM_LONDON



2,346,978
followers

@BBC



1,642,176
followers

@METPOLICEUK



1,280,126
followers

@EAMONNHOLMES



1,013,466
followers

@MARTINSLEWIS



674,985
followers

Top 10 related hashtags:

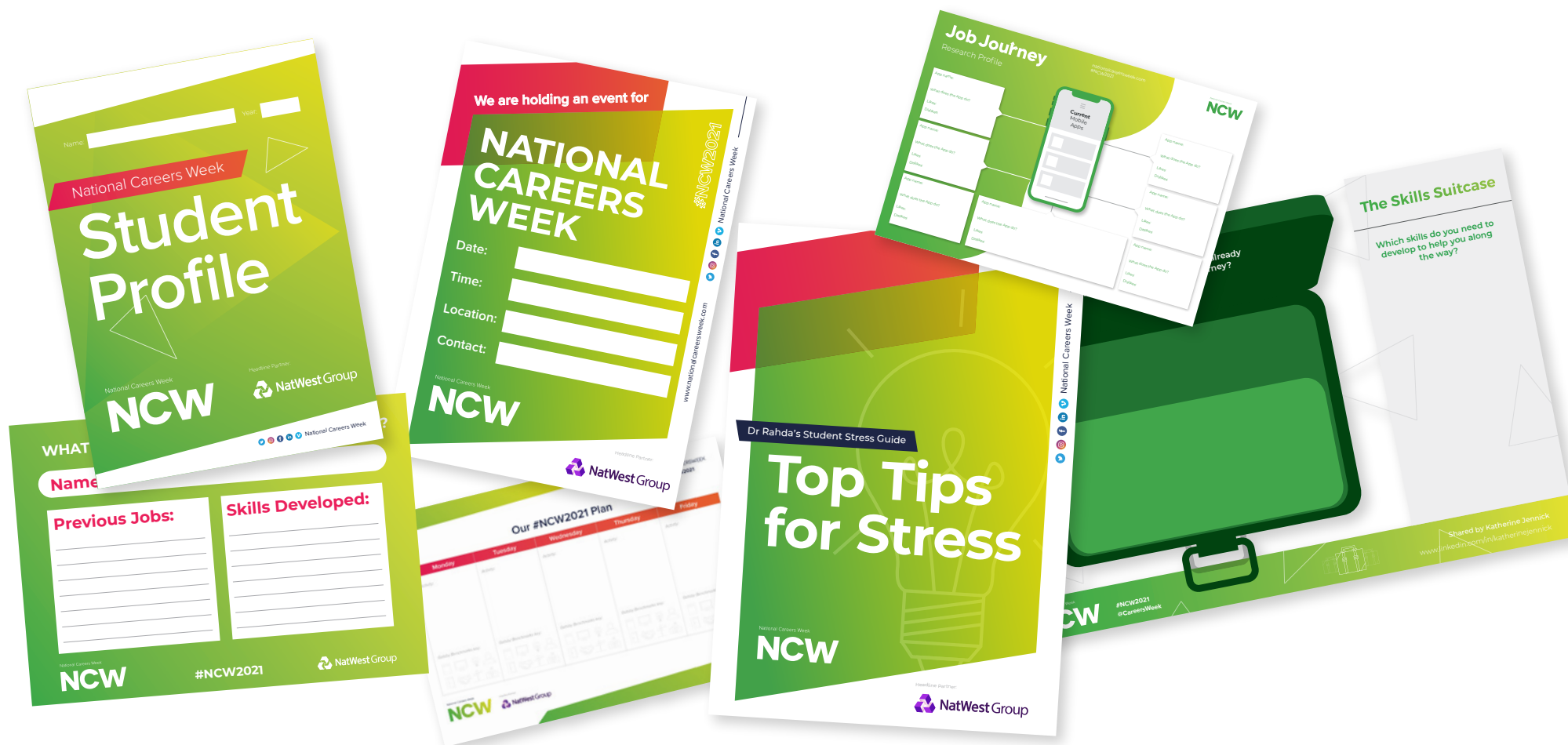
#NCW2020	30,478
#nationalcareersweek	4,925
#careers	4,491
#careersweek	1,441
#ceiag	1,016
#career	762
#hope	700
#apprenticeships	548
#employability	504
#stem	490

RESOURCES



If you have used an NCW resource, try and get a picture and tag us on social 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



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:



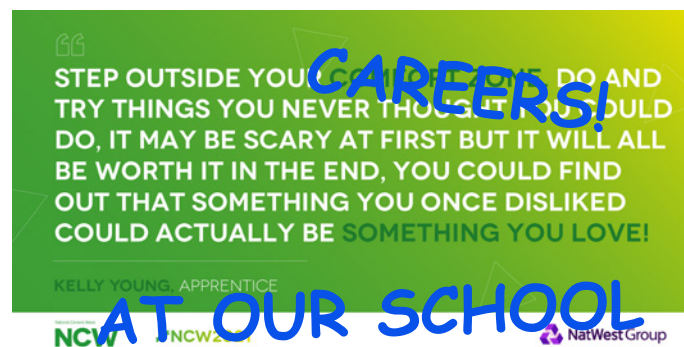
Distort images



Use incorrect size images for social media banners



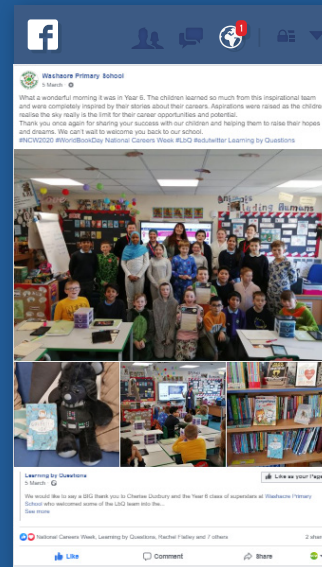
Change or overlay colours



Add your own text, images or other content

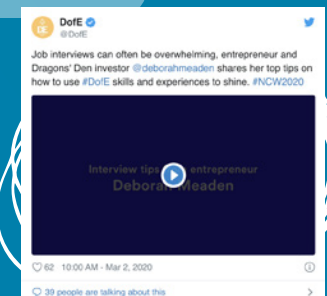
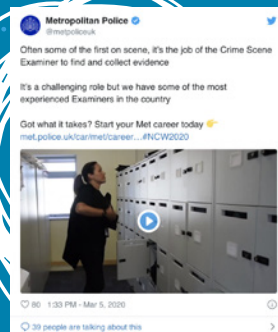
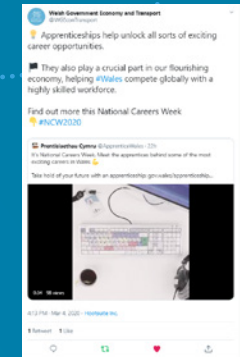
POST EXAMPLES 2020: FACEBOOK

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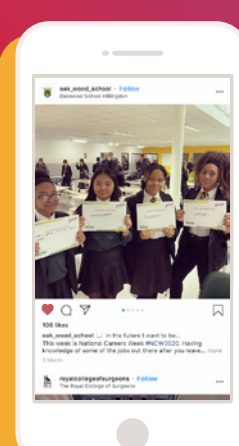
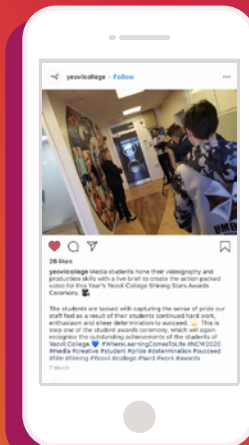
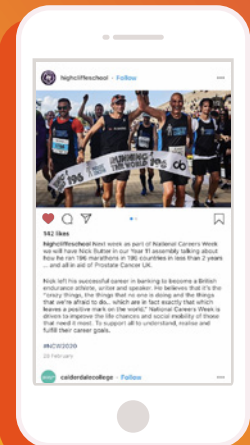
POST EXAMPLES 2020: TWITTER

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POST EXAMPLES 2020: INSTAGRAM

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

