



SOCIAL MEDIA GUIDE

Sponsors and Partners

Primary Sponsor:



Skills Builder
PARTNERSHIP

SKILLS DAYS

Aims of this Document

- Overview our Social Media Strategy for Skills Day
- Official Social Media Accounts
- Key Messages, Campaigns and branding

Accompanying this Document

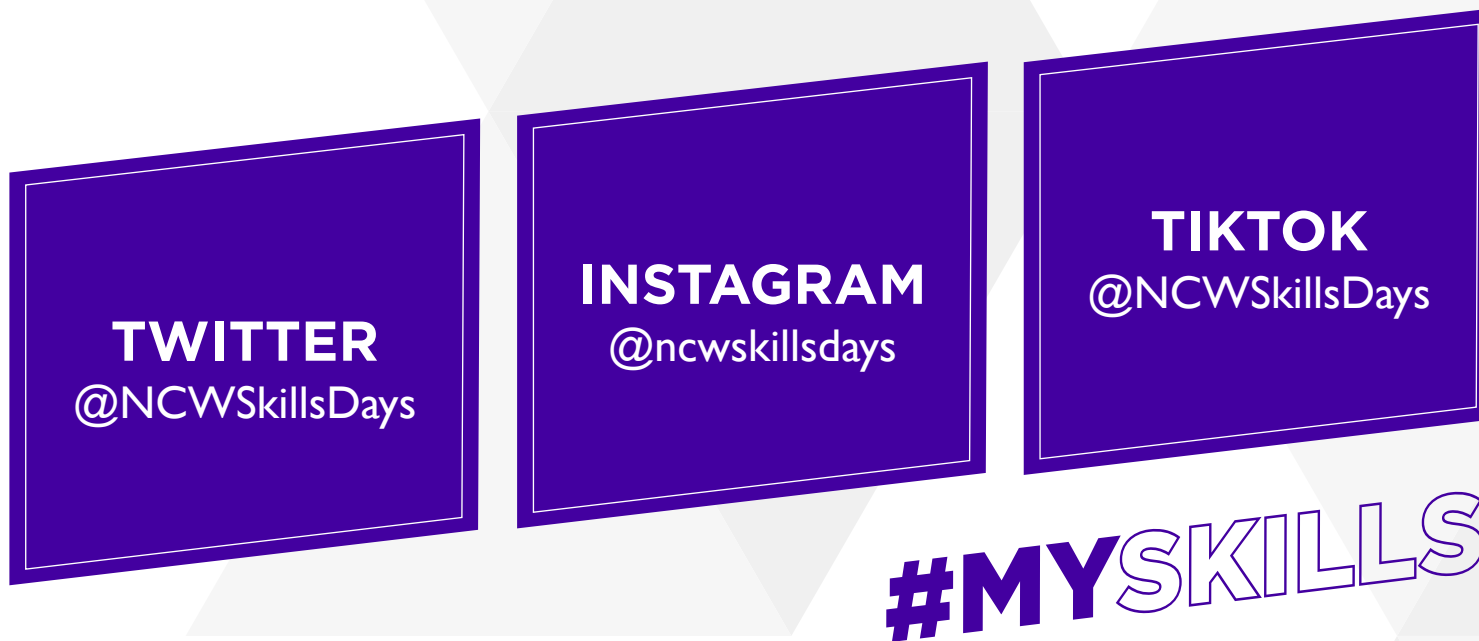
- Graphics Pack



OFFICIAL ACCOUNTS



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



The official hashtag for National Skills Days is **#MYSKILLS**

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
#Employability	All things employability
#Ented	Enterprise Educators
#Enterprise	Enterprise Education
#PHSE	Personal, Social and Health Education
#SENDED	Special Education Needs
#PrimaryRocks	Primary Educators

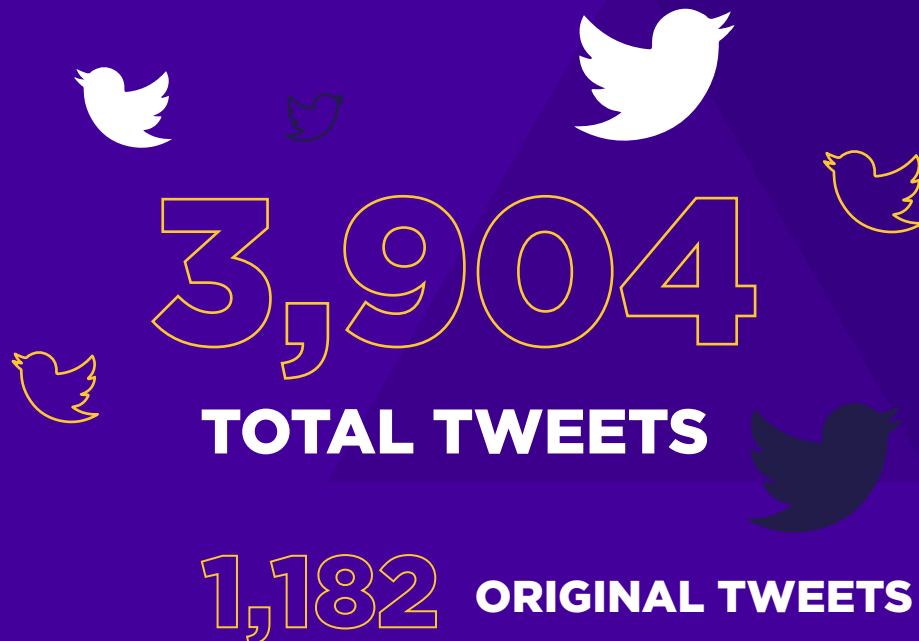


TWITTER



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 **#MYSKILLS**

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.



989

CONTRIBUTORS



17,922,313

POTENTIAL IMPACTS*



2,686,948

UNIQUE USERS REACHED

TWITTER



MOST POPULAR CONTRIBUTORS BY NUMBER OF FOLLOWERS:

@EDUCATIONGOVUK ✓



387,584
followers

@BETTERJOBSEARCH ✓



99,355
followers

@JAMALEEDWARDS ✓



170,044
followers

TOP 10 RELATED HASHTAGS:



#myskills	3,846
#ncw2020	564
#careers	371
#homelearninguk	211
#skills	205
#ukedchat	198
#nationalskillsday	153
#skillsweneed	109
#lockdown	69
#nationalskillsdays	67

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

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! **#MYSKILLS**

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

SOCIAL MEDIA PACK



What to expect in the social media pack:
Generic Skills Days graphics & Banners

Facebook Banner



Twitter Banner



Instagram Post



Facebook/Twitter Post



SOCIAL MEDIA PACK



We're getting involved! graphics.

Instagram Post



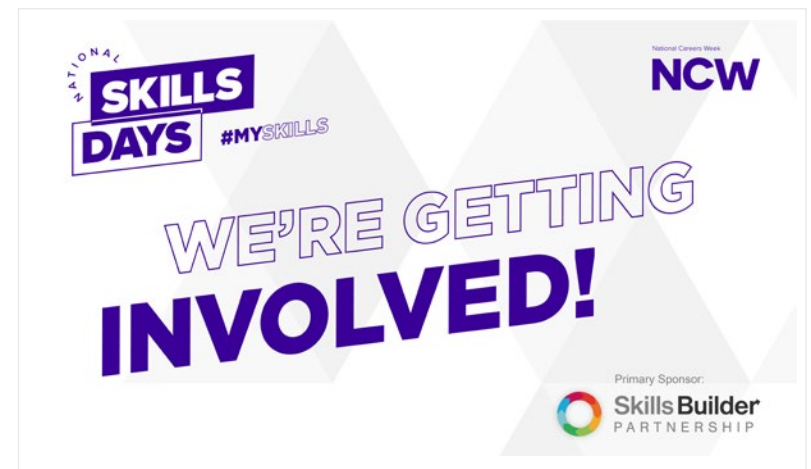
Instagram Post



Facebook/Twitter Post



Facebook/Twitter Post



SOCIAL MEDIA PACK



I've got Skills/We've got Skills graphics & Banners.

Facebook Banner



Twitter Banner



Instagram Post



Facebook/Twitter Post



SOCIAL MEDIA PACK



I'm/We're supporting graphics & banners

Facebook Banner



Twitter Banner



Instagram Post



Facebook/Twitter Post



SOCIAL MEDIA PACK



Countdown graphics.

Instagram Post



Instagram Post



Facebook/Twitter Post



Facebook/Twitter Post



NATIONAL
SKILLS
DAYS **#MYSKILLS**

We look forward to reading and sharing your Social Media posts. Thanks for working with us.



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