

National Careers Week

NCW

Social Media Guide 2022

Organisations

 @CAREERSWEEK

Headline Partner:



NatWest
Group

KEY CONTACT

National Careers Week

NCW

Aims of this Document

- Overview our Social Media Strategy for National Careers Week 2022
- Official Social Media Accounts
- Key Messages, Campaigns and branding

Accompanying this Document

- Graphics Pack
- Example Social Media Content

ABOUT NCW

National Careers Week

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

National Careers Week

NCW

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 2022 is **#NCW2022**

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

#NCW2022
@CAREERSWEEK

NATIONAL CAREERS WEEK
GROWING OPPORTUNITY
JOBS
SHARING
SKILLS
ENCOURAGING
INSPIRING
OPPORTUNITY
INFORMING
EMPLOYABILITY
INNOVATION
FUTURE
COLLABORATION
#NCW2022

KEY MESSAGES

National Careers Week

NCW

In Build up to the Week

- Promoting the week - 7th – 12th March 2022
- Collaboration and sharing good practice
- Pledge campaign
- Promoting our website packed full of FREE Resources - www.nationalcareersweek.com
- Encouraging all stakeholders to get involved with the week
- Using the official hashtag **#NCW2022**

In Careers Week 7th – 12th 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 2023



PLEDGE CAMPAIGN

National Careers Week

NCW

In preparation for Careers Week a number of individuals and organisations make their pledge using the hashtag **#NCW2022**.

Pledges have included the following:

- A career focused lesson
- Promote and get involved with #NCW2022
- Arrange to visit a local School, College, Training Provider or University
- Leaders – free up staff time to get involved with #NCW2022
- 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

RESOURCES

National Careers Week

NCW

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



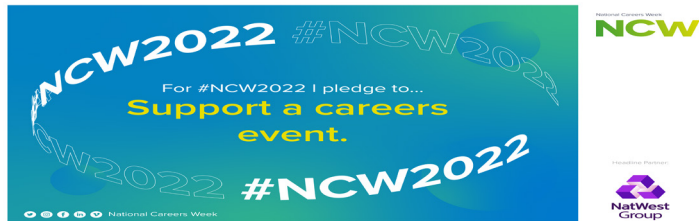
SOCIAL MEDIA PACK

National Careers Week

NCW

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! **#NCW2022**

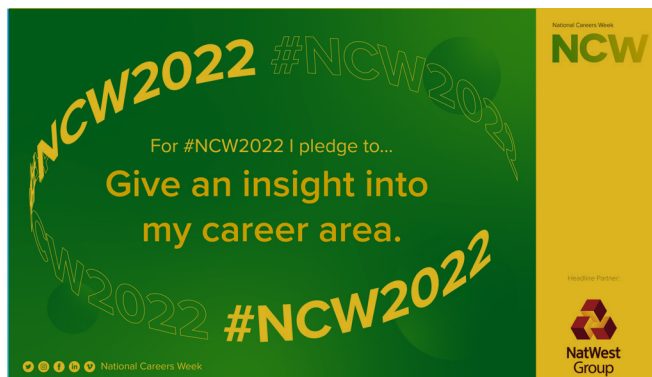
PLEASE DO NOT:



Distort images



Use incorrect size images for social media banners



Change or overlay colours



Add your own text, images or other content

Twitter Statistics Summary:

#NCW2021



343,078,045
POTENTIAL IMPACTS*



65,238,310
UNIQUE USERS REACHED



14,684
CONTRIBUTORS



54,903
TOTAL TWEETS



18,258
ORIGINAL TWEETS
(EXCLUDING RETWEETS)



Top 10 related hashtags:

#NCW2021	47,654
#nationalcareersweek	8,864
#careers	6,215
#ncw21	1,744
#careersweek	1,266
#ceiag	1,129
#career	1,022
#planforjobs	981
#discovercreativecareers	901
#ceccareerschampions	766

Most popular contributors by number of followers:

@BBCNEWS ✓



12,057,448
followers

@BBCBUSINESS ✓



1,938,782
followers

@PENGUINUKBOOKS ✓



1,897,781
followers

@NATIONALRAILENQ ✓



1,069,478
followers

@CAMBRIDGE_UNI ✓



586,239
followers

Headline Partner:



National Careers Week



Over
10K
Posts

[View Posts](#) —————>



Over
10K
Posts

[View Posts](#) —————>



Over
5K
Posts

[View Posts](#) —————>

National Careers Week @CareersWeek · Feb 28
*** OPEN ***

The #NCW2021 Virtual Careers Fair is open NOW!

ncw2021.co.uk/vcf-lobby/

Time to explore.

#NCW2021

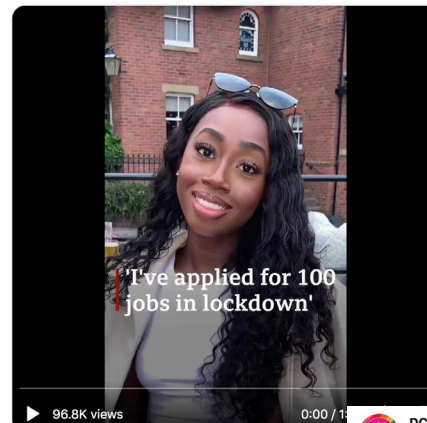


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BBC News (UK) @BBCNews · Mar 1
Shanque decided to study for a master's degree after applying for more than 50 graduate jobs during the pandemic

bbc.in/3bNr5I4

#NCW2021



38 484 1.1K

Department for Education @educationgovuk · Mar 5

This #NationalCareersWeek, careers adviser Steve Beech talks about the importance of transferable skills, and what you can do to optimise your career options and employability.

dfemedia.blog.gov.uk/2021/03/02/you...

#NCW2021 #PlanForJobs



Your transferable skills define what you can do - guest post from a c...
This National Careers Week, careers adviser Steve Beech talks about the importance of transferable skills, and what you can do to optimis...
dfemedia.blog.gov.uk

British & Irish Lions @lionsofficial · Mar 5
10 years of @CareersWeek

Paul 'Bobby' Stridgeon loves a #FeelGoodFriday

Bobby has been our physical performance manager on the last 3 Tours, showing that there are many different careers that form an integral part of a Tour.

#NCW2021



Feature: Paul 'Bobby' Stridgeon - Making the Lions roar, with laugh...
The website of the British & Irish Lions tour to South Africa 2021, playing three tests against the Rugby World Cup winning Springboks
lionsrugby.com

1 7 43



DCMS @DCMS · Mar 5
It's National @CareersWeek — could a job in #AI or #DataScience be right for you?

Read more about postgraduate conversion courses at 28 English unis

officeforstudents.org.uk/for-students/s...

#PlanForJobs #NCW2021

National Careers Week @CareersWeek · Mar 1
National Careers Week 2021 starts today. The Virtual Careers Fair, along with all our existing resources are available now. There are plenty providers to have a look at for inspiration, and activities for each specific sponsored day.

buff.ly/3uCZodA

#NCW2021



National Careers @NationalCareers · Mar 1

It's National Careers Week! Throughout the week we'll be sharing some top career related tips to help you take your next step #NCW2021 #PlanForJobs nationalcareers.service.gov.uk/careers-advice



2 178 159

UK Space Agency @spacegovuk · Mar 2
Have you considered a career in the UK space sector?

This week is #NationalCareersWeek, and there's a huge range of roles available in space, from engineer to developer to comms professional.

spacecareers.uk is a great place to start!

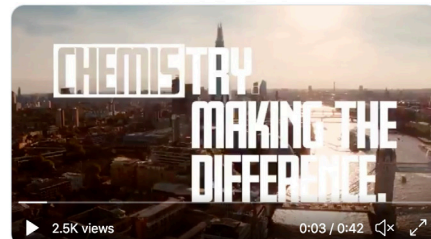
#NCW2021



51 74



Royal Society of Chemistry @RoySocChem · Mar 5
A career in Chemistry can take the next generation anywhere. Chemistry is everywhere – from what we touch, wear & use, to developing life-changing medicines or finding solutions for the pressures on energy, food, and water to help us to live more sustainably #NCW2021 @CareersWeek



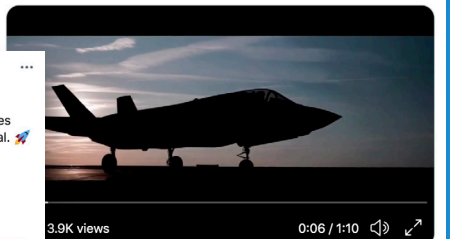
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NHS HE @NHS_HealthEdEng · Mar 1

It's #NationalCareersWeek and we're showcasing all the brilliant careers available within the #NHS – including our NHS apprenticeships – find out more orlo.uk/bbg9S #NCW2021 #Believe



HMS Prince of Wales @HMSPWLS · Mar 5
It's #NationalCareersWeek and here is WO1 Harvey, our Executive Warrant Officer with a message about why he has spent the last 30 years in the @RoyalNavy.



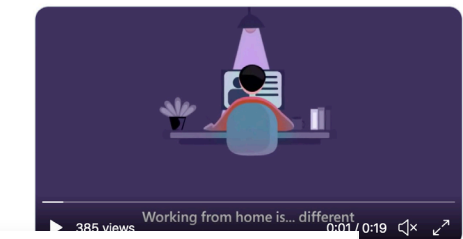
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Microsoft @MicrosoftUK · Mar 1
The jump into the world of work can be daunting, but we are here to support you every step of the way.

For National Careers Week and beyond, head here to create the future you want with Microsoft:
msft.it/6018VB0nE

#NationalCareersWeek #Microsoft



The RHS @The_RHS · Mar 2
Horticulture is one of the most rewarding and life-affirming professions.

We're working with partners in the sector to tackle the growing industry skills crisis that's threatening our economy, environment and food security.

#NationalCareersWeek

rhs.org.uk/education-lear...



1 28 109



Manchester United Foundation @MU_Foundation · Mar 2
We aim to give our participants every chance to enhance their employability skills and provide work opportunities

Many young people have gone on to secure matchday roles at Old Trafford and they can't wait to get back to it when fans return

#NationalCareersWeek



3 17 138

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

National Careers Week

NCW

7TH – 12TH MARCH 2022