

National Careers Week

NCW

Social Media Guide 2024

Organisations

X @CAREERSWEEK

Headline Partner:



NatWest
Group

KEY CONTACT

National Careers Week

NCW

Aims of this Document

- Overview our Social Media Strategy for National Careers Week 2024
- 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.



The official hashtag for National Careers Week is **#NCW2024**

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

#NCW2024
@CAREERSWEEK

NATIONAL CAREERS WEEK
GROWING OPPORTUNITY
JOBS
SHARING
SKILLS
ENCOURAGING
INSPIRING
OPPORTUNITY
INFORMING
EMPLOYABILITY
INNOVATION
FUTURE
COLLABORATION
DEVELOPING
CAREERS
CREATIVITY
ENTERPRISE
#NCW2024

KEY MESSAGES

National Careers Week

NCW

In Build up to the Week

- Promoting the week: 4th-09th March 2024
- 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 #NCW2024

In Careers Week: 4th-09th March 2024

- 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 2024



PLEDGE CAMPAIGN

National Careers Week

NCW

In preparation for Careers Week a number of individuals and organisations make their pledge using the hashtag **#NCW2024**.

Pledges have included the following:

- A career focused lesson
- Promote and get involved with #NCW2024
- Arrange to visit a local School, College, Training Provider or University
- Leaders – free up staff time to get involved with #NCW2024
- 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.

For #NCW2024 I pledge to...

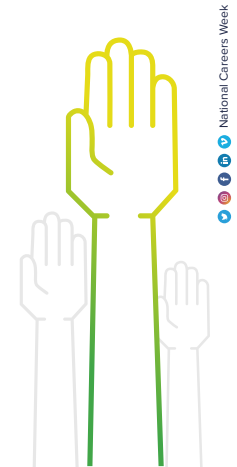
4th – 9th March 2024

National Careers Week

NCW

Headline Partner:

 **NatWest Group**



CLICK HERE
**TO SUBMIT
YOUR OWN
PLEDGE**

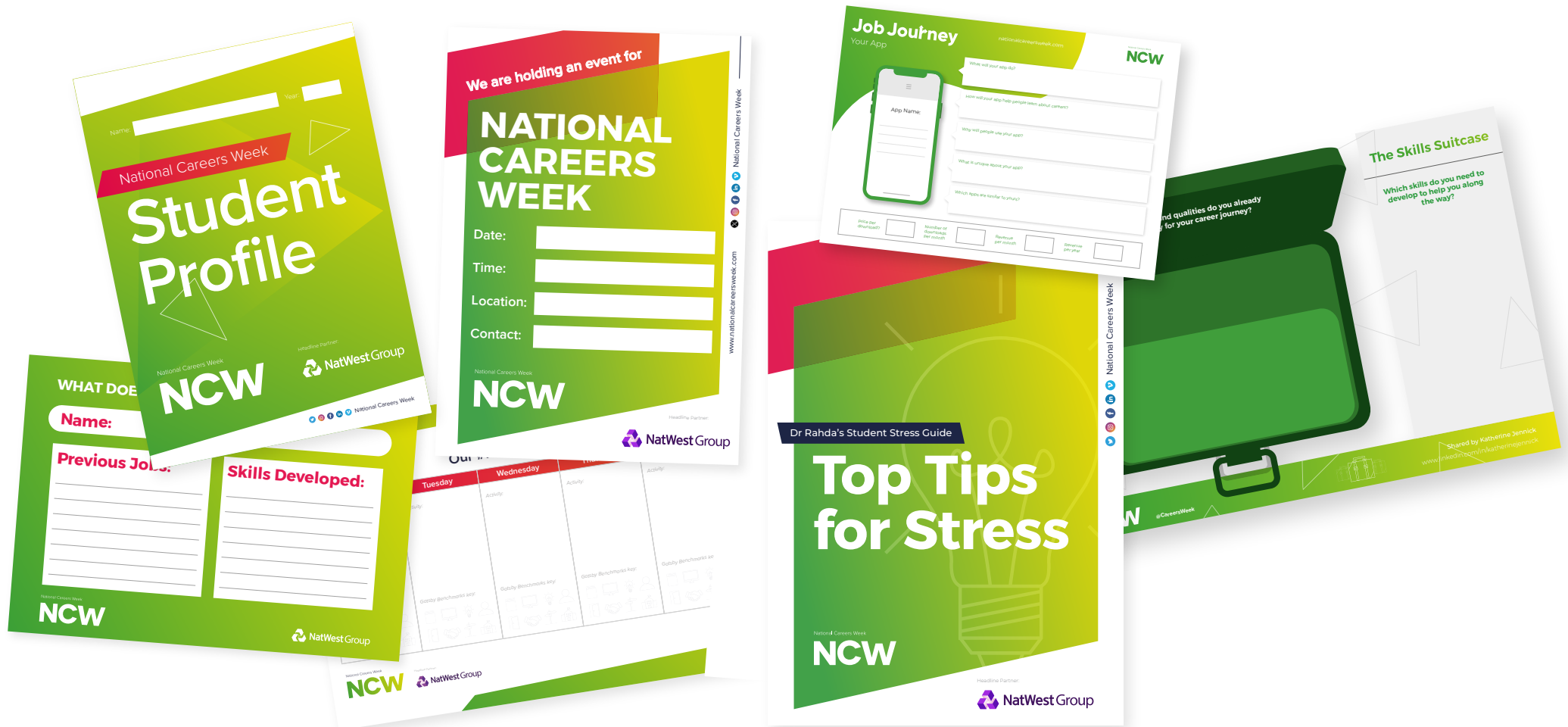
RESOURCES

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! **#NCW2024**

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: INFLUENCES & BIG BRANDS



Alison Rose
@Chief Executive Officer at NatWest Group

"Each year, NCW brings together schools, colleges, universities, and organisations to provide free digital resources for young people to develop awareness and excitement about their career prospects."



Tracy Brabin, Mayor of West Yorkshire
@MayorOfWY

We want everyone in [#WestYorkshire](#) to have the skills they need to secure decent work.

On [#NationalCareersWeek](#), we're celebrating all the people we've supported through our [#FutureGoals](#) programme.

Want to take part?
[#NCW2023](https://tinyurl.com/4huesw82)

The Careers & Enterprise Company
@CareerEnt

As [#NCW2023](#) draws to a close, our CEO [@olidebottom](#) talks about what we're learning from the huge amount of data we've collected, the emerging consensus on modern careers education, its impact and where we need to go next. [#ReadyForTheFuture](#)



Robert Halfon MP [Working Hard for Harlow](#)
@halfon4harlowMP

Well done and thank you to [@CareersWeek](#) for all your inspiration and hard work for Careers



Tom Macdonald - 3rd+
Global Cash Management Spa...
Zeno - 5

How fantastic to catch up with Giorgi and Krystal this week at a Celebration Event, hearing from them and their cohort about their CareerSense programme feedback and getting awards for their successful completion
And lovely to meet some colleagues in person ahead of next week's National Careers Week [#NCW2023](#)
[#CareerSense](#) Sandra Beattie Amy Shuttleworth Charlotte Whitaker Giorgi Tarielashvili



Baroness Nicky Morgan
@NickyMorgan01

Our [@careerent](#) Ready for the Future report sets out a clear picture of the careers system to date – there is progress & a national support structure at scale, I look forward to building on this to help every young person find their best next step [#NCW2023](https://careersandenterprise.co.uk/our-e-...)



NHS London
@NHSEnglandLDN

It's [#NationalCareersWeek](#)! There are over 350 careers to choose from in the NHS.

Whatever your skills, qualifications or interests, use the NHS careers quiz to find the right role for you:
healthcareers.nhs.uk/findyourcareer

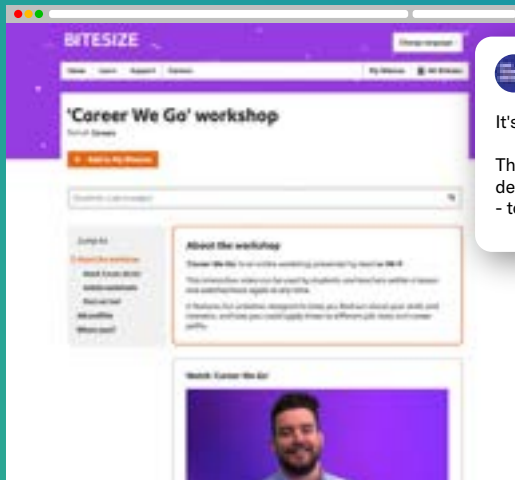
[#WeAreTheNHS](#)



BBC Young Reporter
@BBCYoungReport

It's [#NationalCareersWeek](#)!

This interactive [@BBCBitesize](#) workshop is designed to be used by teachers and students - to help people find the right career path



Robert Halfon MP [Working Hard for Harlow](#)
@halfon4harlowMP

I see careers advice as the first rung on a ladder of opportunity, helping everyone to achieve their full potential

Meeting the needs of our economy and providing a full range of skilled workers relies on strong careers advice and guidance

[#NationalCareersWeek](#)



WorldSkills UK
@worldskillsuk

This National [@CareersWeek](#), use our free high-quality [#SpotlightonCareers](#) videos to inspire learners about technical education, apprenticeships & careers in sectors like engineering, digital, creative, accounting & hospitality [#NationalCareersWeek](#)



Maritime and Coastguard Agency
@MCA_media

Meet Chris, our Technical Manager in Southampton, as we show you the amazing [#MaritimeCareers](#) on offer this [#NationalCareersWeek](#).

Chris D'Alcorn manages all technical and operational activities related to survey and inspection, and is a trained surveyor.

[@MaritimeUK](#)

OUR 2023: STUDENT IMPACT

2,500+
SCHOOLS

300+
FE COLLEGES

60+
UNIVERSITIES

“

1650 students took part in our careers fair today to celebrate #NCW2023 We'd like to thank the 50 employers that gave up their time.

”

“

During the NCW2023 Campaign , over 1.2 million young people were involved in exploring their potential future careers and learning about the world of work. This is the biggest event of its kind in the UK.

”

OUR 2023: HEADLINE STATS

NCW2023 (stats provided by
TweetBinder 6th - 12th March 2023)



376 MILLION

total impressions on the
#NCW2023
#NationalCareersWeek
#NationalCareersWeek2023
#NCW23 #Careersweek
official hashtags across
X, Instagram and
Facebook



45,260,883

unique users reached across X,
Instagram and Facebook

11,309

unique individual contributors
(X only)



nationalcareersweek.com



400,718

Official Web pages served



100,225

NCW Resource Downloads



45,564

Digital Newsletter click throughs

Key messages:

EMPOWERING POSITIVE CHANGE
THROUGH CAREERS EDUCATION

#NCW2023 **TOGETHER** **INSPIRING** **COLLABORATION**
#NATIONALCAREERSWEEK
#CAREERSWEEK
THE BIGGEST
INCLUSIVE
CELEBRATION
OF UK CAREERS
CREATING CHANGE
#NATIONALCAREERSWEEK2023

#NCW2023
VIRTUAL **Careers Fair**

had over

1 MILLION VIEWS

with

477,196 UNIQUE VISITS

1.2 MILLION

students (across Primary,
Secondary, Sixth Form, FE
colleges and Universities)
reached by official physical
Careers events during NCW2023.



IMPACT REPORT

National Careers Week

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

National Careers Week

NCW