



UNIVERSITY OF  
**BATH**

# August social media content

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# Introduction

This document outlines the key campaigns, news and content to be shared by the central University of Bath social media accounts in August.

Colleagues are invited to promote and share the material included in this document and download collateral to use on their own social media channels and digital communications activity.

# A-Level Results Day

A-Level results day is on 16 August.

The following slides outline guidance for colleagues using social media to promote course places and communicate with students.

## A-Level Results Day: Celebrating confirmed students

The University of Bath is running a campaign to celebrate students joining the University on 16 August. This is embargoed until 16 August.

The hashtag for welcoming new students to the University is **#BelongatBath**.

Colleagues are invited to share the welcome [video for new students](#) on social and embed it on blog content related to welcome.

Colleagues are invited to share the [#BelongatBath graphic](#) to congratulate new students.



# A-Level Results Day: Guidance on communicating with students through social media

## **Prior to 16 August**

There is an embargo on A-Level results between Thursday 10 August and Thursday 16 August (7am). Colleagues are requested not to communicate with applicants on social media during this period.

Any questions from applicants which require a response during this period should be flagged to Tom Mason ([t.m.mason@bath.ac.uk](mailto:t.m.mason@bath.ac.uk)) and will be responded to from the central University accounts if required.

## A-Level Results Day: Information for communicating with students through social media on 16 August

- Students who have their places confirmed at the University will receive a Welcome email from the Admissions team on 16 August.
- Students will receive an email regarding their accommodation on 10 September.
- Students will be prompted to register for the University via email w/c 3 September.

Applications for accommodation for students who accepted places via clearing will open on 22 August. All first-year undergraduate students will be guaranteed university accommodation.

Contact Tom if you have any queries about managing and responding to specific questions on social media.

## A-Level Results Day: Clearing

The Marketing & Communications team is running a co-ordinated paid social and search campaign with Student Recruitment and faculty colleagues in order to advertise available courses to targeted audiences through clearing.

The University's social media will broadcast a general clearing message on A-Level results day through its social media channels, promoting the Clearing number (01225 430 202).

Colleagues who run departmental social media accounts with courses going into clearing are invited to promote places on their courses with this [graphic](#) and this link to the [clearing webpage](#) on social media.

Applicants requesting information via social media relating to courses in clearing should be directed to the clearing webpage or the clearing hotline number (01225 430 202) to have their question answered.

The clearing webpage will be updated as places are filled and colleagues should check specific courses are still in clearing before promoting (particularly as the day progresses) on social media.



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# Undergraduate Open Days

The University of Bath is hosting an undergraduate Open Day on 15 September. Colleagues are invited to promote the Open Day on their own channels by:

- Using the [Open Day graphic](#)
- Promoting the [Facebook event](#)
- Using the #BathOpenDay hashtag
- Sharing the [Open Day video](#)

Colleagues are invited to contribute to the University's Open Days campaign by emailing [Tom Mason](#) with:

- Any news and updates for guests which will be shared on the Facebook event
- Any events and points of interest which can be shared on the University's social media coverage during open day





# Further messaging

- The Milner Centre (@MilnerCentre) is hosting a conference on 18-20 September to celebrate the launch of its new building. Colleagues are invited to promote the conference *Evolution in the 21<sup>st</sup> Century*, by using the [attached graphic](#) and sharing the [webpage](#).
- The Fantastical Multimedia Pop-Up Project is now open at The Edge (@EdgeArtsBath) until 24 August. Colleagues are invited to promote attendance by sharing the [graphic](#) and [webpage](#). A video interview discussing the exhibition is also [available to be shared](#).
- Oliver Walton, lecturer in the Department of Social & Policy Sciences has released a comic book highlighting his research into peace building in Sri Lanka. A video interview with Oliver discussing the project is [available to share](#).





# Stories you may have missed

These were the top stories from the University's Marketing & Communications department in July. Colleagues are invited to share these stories on their channels.

- [A video of highlights from Summer Graduation](#)
- [Comedian and musician Bill Bailey honoured by the University of Bath](#)
- [Innovative veterinary surgeon Noel Fitzpatrick receives honorary degree](#)
- [Footballing hero and diabetes champion Gary Mabbutt recognised by University](#)
- ['Underworked' victims of modern slavery endure extra exploitation](#)
- [Astrophysicists capture "reverse shock" to solve puzzle about the universe's biggest explosions](#)
- [Gold medalist Heather Stanning awarded University of Bath honorary degree](#)
- [Regulation reality gap for small businesses bodes ill for Brexit](#)
- [Advertising regulation needs strengthening to better regulate alcohol marketing on social media](#)

# Notable dates

The list below features a number of relevant dates for August. Colleagues are invited to promote their own content in support of these events.

- [International Cat Day](#): 8 August
- [Book Lovers Day](#): 9 August
- [Earth Overshoot Day](#): 10 August
- [International Youth Day](#): 12 August
- [World Elephant Day](#): 12 August
- [World Photo Day](#): 19 August
- [World Water Week](#): 26 August
- August Bank Holiday: 27 August
- Closure Day: 28 August



# Share your news

If you have any event, news item or piece of content you'd like to be considered to feature in next month's overview, please contact Tom Mason at [t.m.mason@bath.ac.uk](mailto:t.m.mason@bath.ac.uk). The deadline for submissions is the 29<sup>th</sup> August.

Bookings are now open for the [next monthly Social Media Café](#); an opportunity for colleagues across the University to book a 30-minute appointment to discuss a social media question. The session is being held on 24 August. Colleagues can book an appointment by emailing [t.m.mason@bath.ac.uk](mailto:t.m.mason@bath.ac.uk).