



UNIVERSITY OF
BATH

July 2019 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 July.

You're 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.



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Summer Graduations

Summer Graduations at the University take place between 9-12 July. You can support the ceremonies on your social media channels by:

- Sharing a graphic congratulating graduations ([Landscape](#) / [Square](#))
- Sharing a video [promoting graduation](#)
- Sharing this [graphic](#) of congratulations from the Vice-Chancellor
- Sharing this [video message](#) of congratulations from the Vice-Chancellor
- Using the #BathGrads hashtag



Accommodation vlogs

The University has filmed several accommodation vlogs with students; short videos designed to help highlight the range of accommodation available at Bath. You can share these videos on your own digital channels if relevant for your audience.

- [Eastwood](#)
- [John Wood Court](#)
- [Solsbury Court](#)
- [The Quads](#)
- [Quiet accommodation](#)





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Upcoming events

[Team Bath Racing](#) and [Team Bath Electric](#), the student-led racing teams, compete in the Formula Student competition on 17-21 July. Colleagues are invited to wish the teams luck on social media. The hashtag for the competition is #FS2019.

The final Minerva Lecture of 2018-2019 takes place on 17 July, with researchers from the University discussing how stories of conflict can be told by art. Colleagues are invited to share [the registration link](#). A graphic to use on social media is [available here](#). The hashtag for the event is #MinervaLectures.





Notable dates

The list below features a number of relevant dates for July. You're invited to promote your own research or news in support of these events.

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|---|-------------------------------------|
| 1: Start of Wimbledon | 19: Biomedical Science Day |
| 3: International Plastic Bag Free Day | 20: National Moon Day |
| 4: US Independence Day | 30: International Day of Friendship |
| 6: International day of Cooperatives | |
| 7: World chocolate day | |
| 11: World population day | |
| 12 British Grand Prix | |
| 14: Shark awareness day | |
| 17: World emoji day | |
| 17: World Day for International Justice | |
| 19: Start of BBC Proms | |

Share your news

If you have any event, news item or piece of content you'd like to be included on the University's social media pages, please contact Tom Mason, Social Media Manager, at tmm52@bath.ac.uk.

We would be keen to share:

- Events for our students
- Student achievements
- News about colleagues speaking at conferences and events
- Stories from our students on placement
- News about colleagues speaking at schools or public events

