

May 2019 social media content

Tom Mason, Social Media Manager

Department of Marketing & Communications



Introduction

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

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.

Open Days 2019

The University is hosting its open days between [21-22 June](#). Registration for the events is now open. You can help promote the events by:

- Sharing the [open day graphic](#) on social media
- Using the #BelongatBath hashtag.

Please note that we are no longer using the #BathOpenDay hashtag.



Notable community engagement events

Pint of Science Festival

Staff and PhD students from the University are taking part in the Pint of Science Festival from 20-22 May. 12 events are taking place during the festival. You can help support these by:

- Sharing a [link to purchase tickets](#) for the events
- Using this [graphic](#) and the hashtag #Pint19

The Festival of Nature

The University is taking part in the annual Festival of Nature 1-9 June). You can help support our involvement by:

- Promoting the [link to the Bath Festival of Nature event](#) on 1 June
- Using this [graphic](#) and the hashtag #FON19.



Other messages for March

Minerva Lecture

Kit Yates will discuss the 'maths of life and death' in the [latest Minerva Lecture on 8 May](#). A graphic is [available](#) to promote ticket registrations for the event.

Assessment period

Assessment period for students runs from 13-31 May. You're invited to share [this graphic](#) wishing students luck.

Ramadan

Ramadan begins on 6 May. You can download this [graphic for social media](#) and use the suggested text: ***To everyone in Bath and around the world observing the start of Ramadan, we wish you a peaceful and blessed #Ramadan.***

Notable dates

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

- 1: Start of National Walking Month
- 2: UK local elections
- 3: Space Day
- 4: Europe Day
- 6: Ramadan begins
- 7: World Asthma Day
- 11: World Fairtrade Day
- 11: National Doughnut Week
- 11: International Astronomy Day
- 11: Somerset Day
- 13: National Vegetarian Week begins
- 13: Mental Health Awareness Week begins
- 15-18: Museums at Night
- 16: International Day of Light (UNESCO)
- 17: International Day against homophobia, transphobia and biphobia
- 17: Vesak
- 18: International Museum Day
- 20: World Bee Day
- 20: British Tomato Week
- 27: National BBQ Week
- 28: Amnesty International Day
- 31: World No-Tobacco Day

Stories you may have missed

These were the top stories from the University's Marketing & Communications department in April. You're invited to share these stories on your channels.

- The University welcomes its [new Vice-Chancellor](#).
- Supporters and Alumni Mentors joined us for a special dinner to celebrate our second cohort of [Gold Scholars](#).
- Professor Saiful Islam delivered a prestigious Royal Institution Evening Discourse on green energy materials, which you can [watch online now](#).
- Marcelle McManus, Professor of Energy and Environmental Engineering in the Department of Mechanical Engineering, is shortlisted for the [West Women of the Year](#).
- A new study from Bath psychologists suggests that severe behavioural problems could be caused by [differences in the brain's wiring](#).
- Frogs evolved to be more attentive parents when they [started laying their eggs on land](#).
- Education Awards success for [computer science staff and students](#).
- Clinical Research Psychologist Rachel Hiller co-authored a self-help guide for parents who have [children experiencing sleep problems](#).

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

