September 2018 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 September.

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.

Welcome Week campaign

The University is running a co-ordinated campaign to welcome students joining the University when they start University on 24 September.

The hashtag for welcoming new students to the University is **#BelongatBath**. Colleagues are invited to share:

- Photos of their events on social media using the hashtag.
- The welcome [video for new students](#) on social and embed it on blog content related to welcome. The [video can be downloaded here](#).
- [The #BelongatBath graphic](#) to welcome new students.


Welcome to The University of Bath
#BelongatBath

Key messages from the University

9 September is the deadline for international students to book a place on the airport service from Heathrow Airport between 22-23 September. More details can be [found here](#).

Student Services has produced a video welcoming students to the University. This is embargoed **until 24 September**. Colleagues are invited to share this video once it is published on the University's Twitter account.

ahs has produced a video guide for students moving into University accommodation. Colleagues are invited to share [this video](#) on their social media channels. The video can be [downloaded here](#).

Now you're ready to move in
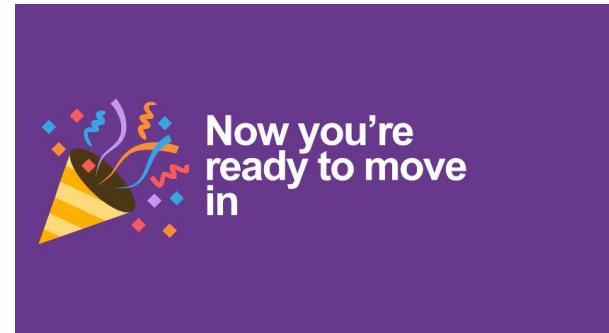
Welcome information

The University website has a number of pages with information and advice for students starting in September. Colleagues are invited to share these pages on their social media channels.

- [Getting healthcare in the UK as an international student](#)
- [Getting support if you or someone else is feeling lonely or isolated](#)
- [Welfare and wellbeing advice](#)
- [Things to bring when you move into University accommodation](#)
- [Things you must not bring with you when you move into your accommodation](#)
- [Moving into University accommodation in the city for the first time](#)
- [Moving into campus accommodation for the first time](#)
- [Registering for a doctor](#)
- [Managing your money](#)
- [Connecting to WiFi](#)

Welfare and wellbeing messaging

A number of pieces of content are available to promote welfare and wellbeing services from Student Services and ahs. Colleagues are invited to share the following on their social media platforms:

- A video guide to student wellbeing and welfare services.
- A video guide to dealing with difficult conversations when starting University

Students' Union messaging

Colleagues are invited to share the key messages from the Student's Union as part of their communications. These include:

Visiting thesubath.com/freshers to view the full timetable and for more information about how students can get involved in events.

Purchasing the official SU Freshers' Week Wristband, which will go on sale online only from Monday 17 September from thesubath.com/freshers. No wristbands you will see on sale prior to this are affiliated in any way to the University or The SU.

Encouraging students to join the Bath SU social channels to connect with other Freshers' and find out more information about Freshers' Week.

- Facebook Page: https://www.facebook.com/BathFW18/
- Facebook Group: https://www.facebook.com/groups/BathFW18/
- Facebook PG Group: https://www.facebook.com/groups/BathPGFW18/

Undergraduate Open Day

The University 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
- Sharing photos on social media using the *#BathOpenDay* hashtag
- Sharing the highlights video from the June Open Days.
- Sharing a video guide to Open Day.

Undergraduate Open Day

Colleagues are invited to share a number of recruitment videos to promote the September Open Day. These include:

- Undergraduate campus tour
- Discover Bath (a guide to the city of Bath)
- Security at the University of Bath
- A guide to accommodation on campus
- Choose Bath promotional video
- Beyond Bath (a guide to nearby attractions)
- Placements at Bath (a video promoting placements)

Ian Walker Minerva Lecture

Dr Ian Walker (Twitter: **@IanWalker**) will be hosting the first Minerva Lecture of the new semester on 12 September, sharing his experiences of winning the North Cape 4000, an unsupported bike race through 11 countries. Colleagues are invited to support the event by:

Sharing the registration link and image. The hashtag for the event is #MinervaLectures. A video preview is also available for sharing.

A video interview with Ian Walker, discussing his experiences about the event is available for sharing. More details about Ian's victory in the competition are available here.

A video of Ian taking part in the race is available for sharing.

Notable events

The Milner Centre for Evolution (Twitter: **@MilnerCentre),** a cross-faculty research centre bridging biology, health and education, is set to open on 21 September. The hashtag for the launch is #Milnerlaunch. Colleagues are invited to support this event by promoting the inaugural conference, which takes place between 18-20 September. Colleagues are invited to share the graphic and conference webpage.

FUTURES: European Researchers' Night (Twitter: @FUTURES_ERN) takes place on 28 September. Academics from the University will be hosting a number of public engagement events in support of the occasion. Colleagues are invited to promote this event by sharing the webpage, graphic and using the hashtag #FUTURESNIGHT.

Notable events

The annual symposium for Institute for Policy Research (Twitter: **@UniofBathIPR**) takes place on 13 September: *Feminism, gender equality and public policy.* Colleagues are invited to support this event by sharing the registration link and image. The hashtag the event is #IPRFeminism.

SETsquared Bath (Twitter: **@Bath_Innovation**) is running a series of workshops for students and members of the public interested in launching a social enterprise business. Colleagues are invited to promote registrations to the event by sharing the link and image. The hashtag for the event is #WeCanStartIt.

Yom Kippur takes place on 18 September. A graphic is available for colleagues to share.

Other messaging

Visions of Science, the new exhibition at The Edge (Twitter: **@EdgeArtsBath**), launches on 15 September. The exhibition features work from artists which depicts research from academics in the University's Faculty of Science. Colleagues can promote this event by sharing the link to the exhibition and graphic
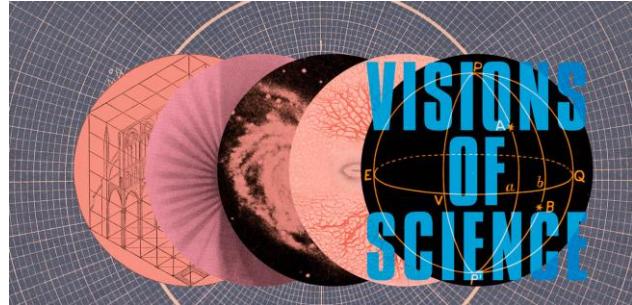
The deadline for prospective students to apply for the Widening Participation (Twitter: **@WPBath)** On Track to Bath scheme is on 10 October. Colleagues are invited to promote the scheme, a free two-year curriculum enhancement programme for A level students to support entry to higher education, by sharing the link and supporting video.

Content you may have missed in August

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

- Bath has been named as the second-most popular city in Britain [according to YouGov](#).
- A new study suggests the impacts of a hangover can last longer than previously thought. Colleagues can [share a video interview](#) discussing the news.
- A PhD student has launched a start-up business, creating beauty products from flower waste. A video case study is [available to be shared](#).
- Dr Janet Bultiude from the University of Bath's Department for Psychology explores the science behind pain in [a new video](#).
- Major funding puts Bath's Tobacco Control Research Group at centre of new global industry watchdog. A video promoting the news is [available to be shared here](#).
- AI could make dodgy lip sync dubbing a thing of the past. [Discover more here](#).

Notable dates

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

- [Zero Waste Week](): 3-9 September, *#ZeroWasteWeek*
- [International Day of Charity](): 5 September, #CharityDay
- [Read a Book Day](): 6 September, *#ReadaBookDay*
- [National Coding Week](): 17-23 September, *#NationalCodingWeek*
- [Yom Kippur](): 19 September
- [International Day of Peace](): 23 September, *#PeaceDay*
- Welcome Week begins: 24 September, *#BelongatBath*
- [World Tourism Day](): 27 September, *#WTD2018*
- [International Podcast Day](): 30 September, #InternationalPodcastDay
- [International Translation Day](): 30 September, *#InternationalTranslationDay*
- [National Sporting Heritage Day](): 30 September, *#NSHD2018*
- [International Coffee Day](): 1 October, *#InternationalCoffeeDay*

Announcements

If you have an 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. The deadline for submissions is the 24 September.

The September Social Media Café takes place on [26 September](#). The Café is an opportunity for colleagues across the University to book a 30-minute appointment to discuss a social media question. Colleagues can book an appointment by emailing t.m.mason@bath.ac.uk.