August 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 August.

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.

Clearing

A-Level results day is on 15 August. You are invited to promote Clearing at the University of Bath by:

- Sharing this graphic and promoting the Clearing website
- Sharing this video guide to Clearing
- Sharing the video case studies from students who have gone through Clearing (video 1, video 2)

Additional information

Lines for Clearing open from 7am on 15 August

The Clearing number prior to 15 August is 01225 383 019

The Clearing number from 7am on 15 August is 01225 430 202 (This will be turned off late Friday 16/early Monday 19 and replaced with a message asking callers to call Admissions 01225 383 019)

A-Level Results Day: Information for communicating with students through social media

- There is an embargo on A-Level results between Friday 9 August and Thursday 15 August (6am). Colleagues are requested not to communicate with applicants on social media during this period.
- 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 6 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 21 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: Celebrating confirmed students

The University of Bath is running a campaign to celebrate students joining the University on 15 August.

- The hashtag for welcoming new students to the University is **#BelongatBath**.
- Colleagues are invited to share a graphic to congratulate new students.
- Colleagues are invited to share a GIF welcoming new students

Upcoming events

The **European Championships** take place at the STV (@TeamBath) between 6-11 August. The Championships is a qualifying event for the Tokyo 2020 Olympic Games and more than 100 athletes will be competing. You are invited to promote this event by sharing this link and graphic.

The annual Bath Autism Summer School from Bath CAAR (@Bath_CAAR) takes place between 28-30 August. This residential event allows students with Autism Spectrum Disorder to experience aspects of university and student life. You are invited to support this event by sharing:

- A video highlighting the work of Bath CAAR as part of the #MadeatUni campaign
- A case study with Hannah, Computer Science undergraduate, who shares her experiences of attended the school

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.

2: National Colouring Book Day
3: International Beer Day
8: International Cat Day
9: Book Lover's Day
9: Start of the Premier League
10: World Lion Day
12: International Youth Day
12: National Allotments Week
12: World Elephant Day
15: National Relaxation Day
15: A-Level Results Day
19: World Orangutan Day
19: World Photo Day
19: World Humanitarian Day
22: GCSE Results Day
23-25: Reading and Leeds Festival
25-30: World Water Week
26: National Dog Day
26: Bank Holiday
27: Closure Day
27: Global Forgiveness Day
28: Start of Autism Summer School

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