



UNIVERSITY OF
BATH

December 2019 social media content

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Introduction

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

You're invited to promote and share this material on your own social media channels and digital communications activity.



Recruitment content

The About Bath undergraduate webchat takes place on **11 December** (16:30-18:30). Prospective students can chat to current students and staff and ask their questions about studying and living in Bath. You are invited to promote this in your communications by sharing [this link](#) and [graphic](#). Please use the hashtag #BelongatBath

A new video has been created to help prospective students [research their course and university](#). You are invited to share this video in your communications activity.

Vlogger Ellie Andre explains why students should come to an **Application Visit Day** in this [YouTube video](#). A blog to accompany the video is [also available](#).





Winter Graduations

Winter Graduations take place at the Bath Assembly Rooms between 10-11 December. The University will be celebrating the success of graduates on social media. You are invited to promote the event by:

- Using the **#BathGrads** hashtag
- Sharing this image to promote winter graduations ([landscape](#) / [square](#))
- Sharing an image congratulating graduates ([landscape](#) / [square](#))
- Sharing the [Facebook event](#)



Social media over the festive season

22 December is the start of Hanukkah. A [graphic](#) is available to be shared on social media.

A [graphic](#) wishing followers a Merry Christmas is available to be shared on social media.

Student Services is hosting a [number of events](#) for students saying in Bath over Christmas. Colleagues are invited to share this [graphic](#) to promote these events:

- Visit to the Panto (18 December)
- Mince pies and Christmas quiz (19 December)
- Christmas decorating making (24 December)
- Christmas Day lunch (25 December)

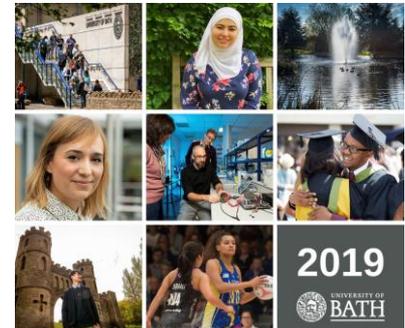


Social media activity over New Year

A graphic is available for colleagues to share on social media wishing followers a Happy New Year ([square](#)).

The University of Bath will be sharing its top student and research stories from 2019 from 30 December. Colleagues are invited to share their own highlights from the year using the hashtag **#2019atUniofBath**.

A graphic is available for colleagues to use to accompany any updates reviewing the year ([square](#) / [landscape](#)).



Top content you may have missed

- A video promoting science degrees at Bath ([YouTube](#))
- The University welcomes its latest cohort of Gold Scholars ([blog](#))
- Men feel stressed if their female partners earn more than 40% of household income, new research shows. ([Twitter](#))
- World first as artificial neurons developed to cure chronic diseases ([YouTube](#))
- Dr Kit Yates' book has been named one of the Sunday Times' Science books of 2019 ([blog](#))
- University staff and students raise over £11k taking part in Movember ([blog](#))
- Academics have launched a new website ahead of 12 December, 'matchmaking' people with their ideal political parties ([Twitter](#))



Instagram accounts

You are invited to follow these University accounts on Instagram.

- [@UniofBath](#) (University account)
- [@BathChem](#) (Department of Chemistry)
- [@unibathfoodanddrink](#) (bars and food on campus)
- [@Team_Bath](#) (Sport and the STV)
- [@Bath_GSP](#) (Gold Scholarship Programme)
- [@UniBathLib](#) (University Library)
- [@Uniofbathcareers](#) (Careers Service)
- [@bathstuservices](#) (Student services)
- [@teambathfitness](#) (STV gym)
- [@Edgeartsbath](#) (The Edge)
- [@UniofBathalumni](#) (University alumni)
- [@BathSofM](#) (School of Management)
- [@Bathenganddes](#) (Faculty of Engineering)
- [@theSUBath](#) (the Students' Union)
- [@subathsport](#) (Sport at the Students' Union)
- [@uniofbathhealth](#) (Department for Health)
- [@edgeartscommunity](#) (Edge Arts Community)
- [@teambathnetball_](#) (Team Bath Netball)
- [@teambathraceelectric](#) (Team Bath Racing Electric)
- [@team_bath_racing](#) (Team Bath Racing)
- [@healthexercisesci_bath](#) (Health and Exercise Science)
- [@hssplacementsbath](#) (Placements within HSS)
- [@csctbath](#) (CSCT)

Tag [@uniofbath](#) in your Instagram Stories and we will be able to repost them on the University's main account to give you extra publicity



December dates for the diary

7: International Civil Aviation Day
9: International Children's Day
10: Human Rights Day
10: Nobel Prize Day
11: Anniversary of UNICEF
13: Final Teaching Day
13: Christmas Jumper Day
13: Cupcake Day
15: International Tea Day
18: UN International Migrants Day
22: Winter Solstice

22: Start of Hanukkah
24: University Closes for Christmas
25: Christmas Day
26: Boxing Day
31: New Year's Eve
2 January: University Opens

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, 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

