



UNIVERSITY OF
BATH

October 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 October.

You're invited to promote and share the material included in this document and download collateral to use on your own social media channels and digital communications activity.

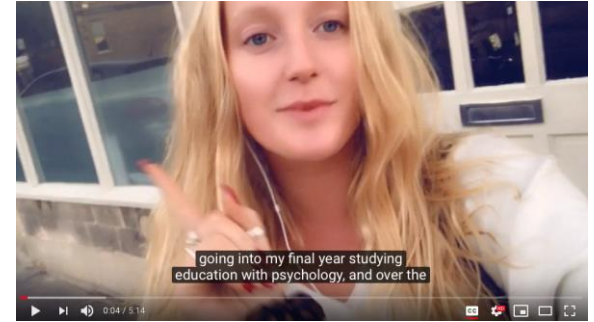
New student tour videos

The Department of Communications has filmed two new vlogs with a student ambassador: a tour of both campus and town.

You are invited to share these videos on social media and any other relevant channels to support your marketing activity.

- [Tour around campus](#)
- [Tour around Bath](#)

Are you interested in filming a student tour for your department? Contact [Tom](#) for more information.





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Be Well Week

Student Services is hosting *Be Well Week* between 14-18 October, a series of wellbeing events for students. These events include wellbeing walks, cooking classes, productivity workshops and mindfulness tasters.

You are invited to help promote these events by:

- Sharing the [timetable of events](#)
- Sharing the [graphic for the activity](#)





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Public engagement activities

The latest Minerva Lecture takes place on 4 October. Emma Solomon-Moore in the Department for Health will be discussing how research can tackle inactivity in communities. You are invited to share a [link](#) to register for the event and this [graphic](#). The hashtag is #MinervaLectures.

Picturing the Picturesque is the latest exhibition from The Edge. The exhibition, inspired by the RIBA collection, explores folly structures with a series of digital projections. You are invited to promote this by sharing this [link](#) and [graphic](#).



The Autumn Careers & Placements Fair

The 2019 Autumn Fair from the [Careers Service](#) takes place between 17-18 October. Over 200 employers are expected to attend. Thursday is an 'all disciplines' day and Friday is STEM specific.

You are invited to promote the fair on social media to students by:

- Sharing the [event page](#) and [graphic](#)
- Sharing this [video](#) from the 2017 fair
- Encouraging students to download the Careers Fair app (more details on the event page)
- Sharing these [top tips](#) for the event
- Using the #bathautumnfair19 hashtag



Upcoming events

The [Doctoral College](#) is hosting its annual welcome reception for PhD students on 16 October. You're invited to promote this event to doctoral students by sharing the [registration link](#).

On 9 October, the University is launching its [VSimulators lab](#); an environmental chamber with projected virtual reality which can be used for research. You are invited to share [this article](#) promoting the project.

The University is launching its Our World Programme in October, a series of lectures to understand and reflect on global citizenship. You are invited to promote the lectures by [sharing this article](#).

The [IPR](#) has launched a new series of events on the future of UK farming, wildlife loss and climate change. You are invited to promote the events by sharing this [link](#) and [graphic](#).



Top content you may have missed

- A student guide to food outlets on campus ([blog post](#))
- Professor Ian White welcomes new students to campus ([video](#))
- Bath has been named the top university in the South West in The Good University Guide 2020 ([tweet](#))
- Ian Walker on how we can encourage people to go car-free ([tweet](#))
- A student blog post on the benefits of volunteering at University ([blog post](#))
- Top tips for students starting University ([blog post](#))
- How research at the University is helping to convert food waste into fuel ([tweet](#))
- How to write your undergraduate personal statement ([video](#))



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



Notable dates

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

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| 1: Black History Month | 16: World Food Day (UN) |
| 1: Breast Cancer Awareness Month | 17: International Day for the Eradication of Poverty (UN) |
| 1: National Cyber Security Month | 18: Anti Slavery Day |
| 3: National Poetry Day | 20 World Statistics Day |
| 4: World Space Week | 21: Reptile Awareness Day |
| 4: World Animal Day | 23: World Ballet Day |
| 4: World Smile Day | 24: United Nations Day (UN) |
| 5: World Astronomy Day | 24: International Day of Climate Action |
| 5: World Teachers Day (UN) | 27: Diwali |
| 8-9: Yom Kippur | 27: Clocks go back |
| 10: World Mental Health Day | 29: National Internet Day |
| 11: International Day of the Girl (UN) | 29: National Cat Day |
| 14: National Dessert Day | 31: World Cities Day (UN) |
| 14: Chocolate Week | 31: Halloween |
| 15: Global Handwashing Day | 31: Museums at Night |
| 15: World Maths Day | |

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

