January social media content

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UNIVERSITY OF
BATH

Introduction

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

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.

Postgraduate Virtual Open Day

The University is hosting a Postgraduate Virtual Open Day on 6 February. This is an opportunity for students considering taught postgraduate study or doctoral research to learn about the University online, as well as speak to student representatives about life in Bath.

Colleagues are invited to promote registrations for this event through social media by:

- Sharing the registration link
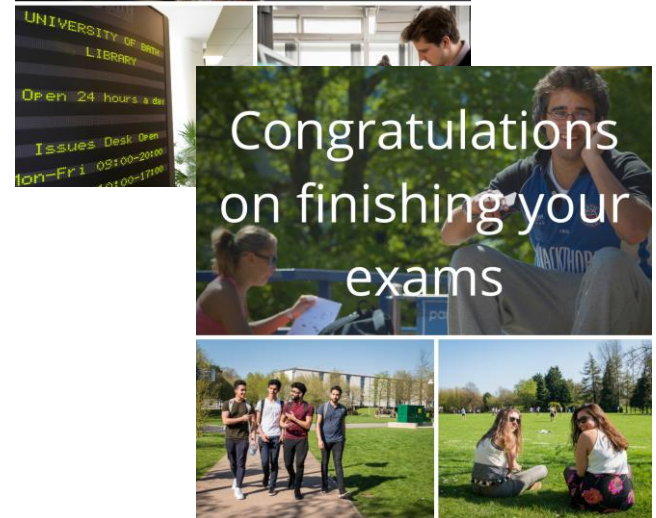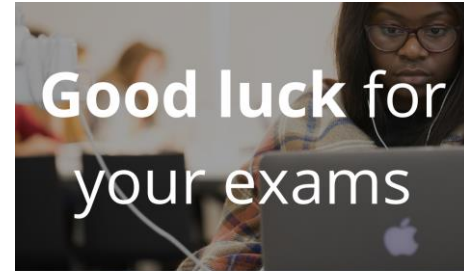- Using the event graphic (DOWNLOAD)

Winter Assessments

Student exams take place between 14-25 January. During this period, the University will be sharing wellbeing tips and revision advice for students.

Colleagues are invited to share the following content with their followers on social media:

- A graphic wishing students good luck for their exams ([DOWNLOAD])
- A graphic congratulating students on finishing their exams ([DOWNLOAD])

The University Teaching Awards

Applications are now open for the University Teaching Awards. The awards recognise the significant contributions made by staff to enhance the academic lives of students and colleagues. Nominations close on 4 February.

Colleagues are invited to promote the event and encourage staff and students to nominate a member of staff by:

- Sharing the website address.
- Using the graphic to promote the campaign. (DOWNLOAD)

Pathway to Bath Programme

Pathway to Bath is a free curriculum enhancement programme for students to develop research skills and support entry to Higher Education. The programme is aimed at academically able Year 12 students who are considering applying to the University of Bath. Students can either be studying A-Level or Level 3 BTEC qualifications. Applications close on 8 February.

Colleagues are invited to promote applications for the programme on social media by:

- Sharing the website address
- Sharing the graphic (DOWNLOAD)

Welcoming our new doctoral students

35 new PhD students will join the University in January. Colleagues are invited to welcome our new students on social media by sharing:

- A graphic ([DOWNLOAD](#))
- The link to the [events taking place](#) for new and current doctoral students in January and February

Upcoming events

The Institute for Policy Research is hosting a lecture from world-renowned political theorist and historian Professor Timothy Mitchell on the future of large corporations on 15 January. Colleagues are invited to share the [registration page for the event](). A photo is also available. ([DOWNLOAD]())

The Fed Cup takes place at the Sports Training Village on 6 February. Colleagues are invited to promote the [link to tickets](). A graphic is available to use on social media. ([DOWNLOAD]())

Corporate Engagement is hosting an event on 28 January how sport can increase business productivity. Colleagues are invited to share the link for ticket [registration]().

Stories you may have missed

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

- [Take off for European Space Agency-funded rehabilitation project at the University of Bath](#)
- [New research to challenge if prisons can rehabilitate](#)
- [Study points to increased risk of harm from cannabis across Europe](#)
- [Thrills and frustration for Team Bath Racing Electric in China](#)
- [Faculty of Humanities & Social Sciences researchers make their mark at Festival of Social Science](#)
- [Giant telescope array to explore extreme universe](#)
- [New learning centre launched to help young people in Weston-super-Mare](#)
- [Bath rugby research in list of 'most significant' university breakthroughs](#)