



UNIVERSITY OF
BATH

March 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 March.

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.

Marketing messages for March

The University has launched [its 2020 prospectus](#). Colleagues are invited to promote the news by using [this graphic](#) in their social media communications and using the #BelongatBath hashtag.

The University opened its new gym and fitness centre in February. The new space doubles the existing gym capacity and includes two dedicated studio spaces, with 100 group exercise classes taking place each week. Colleagues are invited to promote the new facilities to staff and students on social media by sharing:

- A video [highlighting the launch](#)
- A link to the [announcement](#)



Notable activity

Bath Taps into Science, the public engagement festival from the University, takes place between 9 -16 March. You're invited to promote this event by sharing [this graphic](#) and a link to the [website](#). A full list of events can be found [here](#). The hashtag is #BathSciFest

Platform, the arts scholar showcase, from The Edge (Twitter: @EdgeArtsBath) takes place on 22 March. Colleagues are invited to promote this event on their social media channels by sharing this [graphic](#) and [link](#).

Be Well Week from Student Services (Instagram: @BathStuServices) takes place from 18 March. Colleagues are invited to promote the events taking place during the week by sharing a link to the [timetable](#) and this [graphic](#).





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Notable events

The latest Minerva Lecture takes place on 13 March. Dr Graeme Fairchild will discuss the enduring effects of severe deprivation in early life on mental health outcomes. Colleagues are invited to promote the event by sharing this [link](#) and using this [graphic](#). The hashtag for the event is #MinervaLectures

Professor Ottoline Leyser will explore how plants make decisions without a brain in the latest Institute for Mathematical Innovation (Twitter: @IMIBath) lecture on 22 March. Colleagues are invited to share [this event](#) on social media.

Junieth Maribel Leiva, a Fairtrade producer from Nicaragua, will be speaking about the difference Fairtrade has made to her life in this ahs (Twitter: @UniBathEat) lecture on 5 March. Colleagues can share this event [here](#).

Amy Dodd and Richard Darlington will discuss the future of UK aid after Brexit [on 8 March](#) in an Institute for Policy Research event (Twitter: @UniofBathIPR)



Notable dates

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

- 1: St. David's Day
- 3: World Wildlife Day
- 5: Pancake Day / Shrove Tuesday
- 7: University mental health day
- 7: World Book Day
- 8: International Women's Day
- 11: Money Skills Week
- 13: No Smoking Day
- 15: World Sleep Day
- 15: Consumer Rights Day
- 15: Red Nose Day
- 17: St Patrick's Day
- 17: Bath Half Marathon
- 20 International Day of Happiness
- 20: First day of Spring
- 22: World Water Day
- 27: World Theatre Day
- 30: Earth Hour
- 31: Daylight savings time
- 31 Mother's Day

Stories you may have missed

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

- [Two Bath academics named as finalists for national STEM award](#)
- [Bath trains new generation of leaders in accountable, responsible and transparent AI](#)
- [Academics, policymakers and industry come together to talk collaboration at London event](#)
- [University now official member of CMS research group at CERN Large Hadron Collider](#)
- [Broad regional accents are a barrier to social mobility, research finds](#)
- [PoLIS to partner with UK Parliament to deliver innovative Parliamentary Studies module](#)
- [Major tobacco companies pay almost no corporation tax despite massive profits](#)
- [Bath launches Centre for Doctoral Training to develop next generation of automotive engineers](#)



Social media training

The Department of Marketing & Communications is hosting a number of **lunchtime social media masterclasses**. This is open to staff who are responsible for maintaining or contributing to an account which represents the University on social media. Places on these sessions can be booked below:

- How to create graphics for social media ([4 March](#))
- How to measure and report on social media activity ([1 April](#))
- How to create narrative videos for social media ([15 April](#))
- How to promote an event on social media ([29 April](#))

The monthly Social Media Café takes place between [12pm-2pm on 29 March](#). Colleagues are invited to book a 30 minute appointment to discuss their social media questions by emailing t.m.mason@bath.ac.uk.