



UNIVERSITY OF  
**BATH**

# February 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 February.

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.

# Virtual Open Days

The University is hosting two Virtual Open Days in February:  
Postgraduate Virtual Open Day on **6 February** and an  
Undergraduate Virtual Open Day on **23 February**.

These events are an opportunity for students considering Bath to learn about the University through webinars and online chats.

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

- Sharing the registration link for the [Postgraduate](#) and [Undergraduate](#) events
- Using the event graphics: [Postgraduate](#) and [Undergraduate](#)



# Chinese New Year

Chinese New Year is on **5 February**. It is the year of the pig.

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

- A graphic wishing students a happy new year ([English](#) / [Mandarin](#))
- A [link to the events](#) taking place on campus to celebrate Chinese New Year.
- A video wishing students a happy Chinese New Year ([English](#) / [Mandarin](#) / [Cantonese](#))



# Events taking place in February

**Professor Sir Nigel Shadbolt**, one of the UK's foremost computer scientists, will be discussing the impact of artificial intelligence on the human race in an IPR ([@UniofBathIPR](#)) event on **7 February**. Colleagues are invited to promote this talk by sharing this [link](#) and [image](#).



**The first Minerva Lecture of 2019** hosts polar explorer Sir David Hempleman-Adams, the first man to reach the geographic and magnetic North and South Poles. The lecture takes place on **13 February**. Colleagues are invited to promote this talk by sharing this [link](#) and [image](#). The hashtag for the series is #MinervaLectures.

**The Institute for Mathematical Innovation** ([@IMIBath](#)) hosts HEC Montréal Professor Gilbert Laporte in a discussion about the future of goods distribution with electric vehicles on **13 February**. Colleagues are invited to promote this talk by sharing this [link](#) and [image](#).





# Student communications

## Refresh Week

Refresh Week from the Students' Union ([@TheSUBath](#)) takes place **4-10 February** and will provide all students with the opportunity to see what The SU has to offer. With a variety of activities on the agenda, from student group fairs and sports and societies taster sessions to development opportunities, and extra social events, there is something for everyone. Colleagues are invited to promote this talk by sharing this [link](#) and [image](#).



## Valentine's Spring Careers & Placements Fair

The University's Careers Service and Placement team are hosting a Careers and Placements Fair for students on **14 February** in the Sports Training Village; a small networking fair of employers invited specifically by faculty and school placements teams. Colleagues are invited to promote this event by sharing this [link](#) and [image](#).



# Notable dates

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

- LGBT History Month (February)
- Rugby 6 Nations (1 Feb-16 March)
- World Cancer Day (4 Feb)
- National Sickle Day (4 Feb)
- International Day of Women and Girls in Science (11 February)
- World Radio Day (13 Feb)
- Valentine's Day (14 Feb)
- London Fashion Week (15-19 Feb)
- Random Acts of Kindness Day (17 Feb)
- World Day of Social Justice (20 Feb)
- Fairtrade Fortnight (25 Feb)

# Stories you may have missed

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

- [New research suggests that people are much more united in their beliefs and values than media reporting would suggest.](#)
- [University researchers are calling for betting firms to implement a warning system to label the relative risks of different football bets.](#)
- [Bath is set to help the UK aerospace industry reach new heights following funding to investigate next generation lightweight composite aircraft structures.](#)
- [A new study finds that evolution used the same genetic formula to turn animals monogamous.](#)
- [Take off for European Space Agency-funded rehabilitation project at the University of Bath.](#)
- [New research to challenge if prisons can rehabilitate.](#)
- [A Future Economies workshop, co-hosted with the Institute for Policy Research \(IPR\), leads debate on UK economic policy.](#)



# 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:

- Create compelling Instagram Stories ([4 February](#))
- Shooting and editing video on smartphone ([18 February](#))
- How to create graphics for social media ([4 March](#))

**The monthly Social Media Café** takes place between 10am-12.30pm on 21 February. Colleagues are invited to book a 30 minute appointment to discuss their social media questions by emailing [t.m.mason@bath.ac.uk](mailto:t.m.mason@bath.ac.uk).