



UNIVERSITY OF
BATH

December social media content

Tom Mason, Social Media Manager
Department of Marketing & Communications



Introduction

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

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.



Team Bath Racing Electric in China

Students from Team Bath Racing are heading to China to compete in the Formula Student Electric China competition.

The competition takes place on 27 November to 1 December.

Colleagues are invited to promote the following items on social media in support of the event. The hashtag for the event is #TBReChina.

- A [video](#) promoting the visit
- A [graphic](#) wishing the team luck for the competition.
- A video [promoting the launch](#) of its 2018 car



Winter Graduations

Winter Graduations take place at the Bath Assembly Rooms between 11-12 December. The University will be celebrating the success of graduates on social media. Colleagues are invited to promote the event by:

- Using the **#BathGrads** hashtag
- Sharing this [image](#) to promote winter graduations
- Sharing this [image](#) congratulating graduates
- Sharing a [link](#) to the Facebook event



Minerva Lecture

The final Minerva Lecture of 2018 takes place on 12 December. Professor Malcolm Johnson will discuss his experiences of working on the Channel 4 show *Old People's Home for 4 Year Olds*.

Colleagues are invited to promote this lecture by sharing:

- A link to [ticket registrations](#)
- The event hashtag: #MinervaLectures
- A [link](#) to the Facebook event





Social media over the festive season

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

- Peter Pan performance at the Theatre Royal Bath (18 December)
- Christmas tree decorations (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.

The University of Bath will be sharing its top student and research stories from 2018 from 27 December. Colleagues are invited to share their own highlights from the year using the hashtag **#2018atUniofBath**.

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



Stories you may have missed

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

- [Our Architecture course has been awarded the top ranking by both The Complete University Guide and the Good University Guide for 2019.](#)
- [HRH The Earl of Wessex visits Department of Psychology and Milner Centre for Evolution](#)
- [Old People's Home for 4 Year Olds wins Grierson Award](#)
- [The University welcomed this year's new Gold Scholars.](#)
- [Decline in shorebirds linked to climate change, experts warn](#)
- [The DUP, Brexit and the Irish border](#)
- [Chemistry research group wins prestigious Royal Society of Chemistry prize](#)
- [Bath and Monash University sign joint PhD agreement](#)

Notable dates

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

- Small Business Saturday: 1 December
- Hanukkah begins: 2 December
- International Day of Persons with Disabilities: 3 December
- World Soil Day: 5 December
- UN Human Rights Day: 10 December
- Cupcake Day: 13 December
- UN International Migrants Day: 18 December
- First Day of Winter: 21 December
- Christmas Day: 25 December
- Boxing Day: 26 December
- New Year's Eve: 31 December