



UNIVERSITY OF
BATH

November 2019 social media content

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Department of Communications



Introduction

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

You're invited to promote and share this material on your own social media channels and digital communications activity.

New video content

The Department of Marketing has produced a **highlights video from this year's Freshers' Week** activity. You can view the video and share the link [here](#).

A video promoting the key **recruitment messages for the University** has been produced. This is available to be shared [here](#).

A video promoting the **art and events available for students, staff and the public at The Edge** has been produced. This is available to be shared [here](#).





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Recruitment campaigns

The latest postgraduate virtual open day takes place on 6 November. Colleagues are invited to promote this event by sharing a link to the [registration page](#) and this [graphic](#).

The University is hosting a number of **webchats in November and December** for home and international undergraduate students thinking of applying to Bath. Colleagues are invited to promote these by linking to the registration page.

About Bath

10am-12pm, 30 November

About Bath: China and Hong Kong

7:30pm-9pm CST, 5 November

About Bath: Thailand

7:30pm-9pm ICT, 8 November

About Bath: India

7:30pm-9pm IST, 2 December

About Bath

4:30pm-6:30pm, 11 December

Postgraduate

Virtual Open Day



6 November 2019
11am–3pm (UK time)

Better at
Bath



About **Bath**
Live Web Chat

8 November
19:00–21:00 ICT



About **Bath**
Live Web Chat

2 December
17:30–20:00 IST



Messages for current students

The University Careers Service is hosting a **Law Fair** on 21 November for students interested in a career in Law. You are invited to [share the link](#) to current students.

Submissions open for the SetSquared Bath **Dragons' Den competition** on 6 November. The competition sees students pitch to alumni for £500 of investment in a startup idea. Submissions close on the 13 November. You are invited to promote the competition with students by sharing [this link](#).

Team Bath Fitness are running a **Movember competition** through its Instagram page ([@teambathfitness](#)) in November. Colleagues are invited to reshare any images onto their own pages.



Minerva Lectures

The next Minerva Lecture takes place on 7 November. Donald Lancaster from the School of Management will be sharing his digital marketing advice. You are invited to share a [link](#) to register for the event and this [graphic](#).

The final Minerva Lecture of the year takes place on 5 December. Researchers from across the University will be performing comedy sets, inspired by their research. You are invited to share a [link](#) to register for the event and this [graphic](#).

The hashtag for both events is #MinervaLectures.





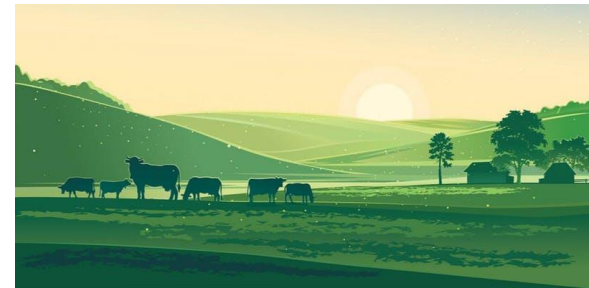
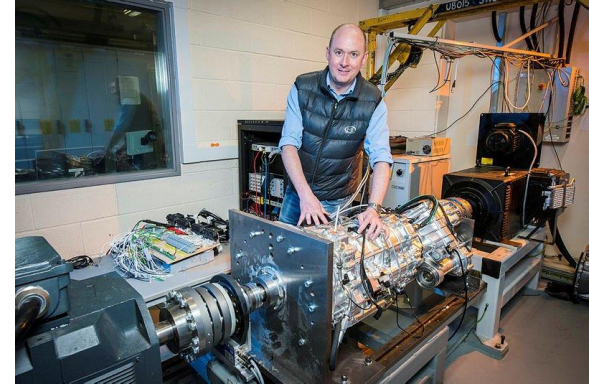
Upcoming events

Professor Sam Akehurst hosts an inaugural lecture on 6 November, exploring the future of cars. You're invited to promote the lecture by sharing [this link](#).

The IPR has launched a new event series on the future of UK farming, wildlife loss and climate change. The first event, featuring Craig Bennett, CEO of Friends of the Earth, takes place on 6 November. You are invited to promote the [registration link](#) on social media.

On 19 November, the series discusses the future of UK farming and food production with a series of guests. You can promote the [registration link here](#).

Download [a video to promote both events](#).





Top content you may have missed

- Meet the International Management and Modern Languages student tackling mental health through football ([case study](#))
- Students from Team Bath Drones unveil their latest UAV ([video](#))
- GW4 celebrates its fifth anniversary ([video](#))
- Tips on how to transition from school to University ([video](#))
- University opens new Pharmacy Management Simulation Suite ([blog post](#))
- A student ambassador introduces Student Services ([video](#))
- How does coffee affect your mood? ([tweet](#))
- The five best things about a master's degree in Bath ([blog](#))
- University chooses new ethical supplier for clothing ([blog](#))



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



November dates for the diary

1: Novel Writing Month
1: World Vegan Day
2: Day of the Dead
5: Bonfire Night
6: National Stress Awareness Day
8: STEM Day
10: Equal Pay Day
11: Remembrance Day
13: World Kindness Day
14: World Diabetes Day (UN)
17: International Students Day
18: World Antibiotic Awareness Week
19: World Toilet Day (UN)

19: International Men's Day
20: Transgender Day of Remembrance 2019
20: Love Theatre Day
21: World Television Day (UN)
21: World Hello Day
21: World Philosophy Day (UN)
21: World Entrepreneurs Day
26: National Cake Day
28: Thanksgiving (US)
29: Black Friday
30: St Andrew's Day
2 Dec: Cyber Monday

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, 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

