

UTC Social Media Pack

The UTC needs to raise the profile of our service offering to students seeking a technical education in Key Stage 4 (Year 10 entry) and Key Stage 5 (Year 12 entry). We rely on the support of our industry partners to spread the word and endorse our service for prospective students and parents.

We ask for the following marketing support from our partners:

UTC Social Media Pack	1
Social Media Resources and Links for Activities	1
Taster Events Promotion.....	1
Taster Event 1	2
Taster Event 2	2
Taster Event 3	2

Social media for you to follow

Please use these hashtags for all posts: #UTCReading #worldclassschools #talentpipeline

Please link to our Twitter account: @UTCReading

Please link to our Facebook account: <https://en-gb.facebook.com/UTCReading/>

Please link to our Instagram account: <https://www.instagram.com/utcreading/>

Sharing UTC content with your networks

The UTC tries to post content on every event we run, which keeps us busy. To help those prospective students and parents see what we do, please share it and like it. Being an advocate of our good work and the support of other partners enables us to build awareness and credibility and to attract the next generation of STEM talent to the UTC.

Taster Events Promotion

To make sure everyone in Reading knows about the Taster Events that we hold to drive student recruitment, we ask our partner organisations to promote our Taster Events.

Please schedule the following social media posts on your social media channels. Feel free to tailor the wording to suit your organisation

Taster Event 1

Scheduled date of social media post	Content of social media post
[4 weeks before event]	Looking forward to welcoming prospective students to www.utcreading.co.uk at the Taster Event on [insert date of Taster Event] Book tickets here
[2 weeks before event]	Looking for a specialist education in engineering and digital industries? Come and find out more at www.utcreading.co.uk on [insert date of Taster Event] Book tickets here
[1 week before event]	We believe in the importance of technical education. Come and meet us at www.utcreading.co.uk on [insert date of Taster Event] Book tickets here
[3 days before event]	We are helping www.utcreading.co.uk to recruit new students – come to the UTC on [insert date of Taster Event] Book tickets here
[day of event]	It's Taster Event Day at www.utcreading.co.uk – we look forward to welcoming prospective students and parents tonight!

Taster Event 2

Scheduled date of social media post	Content of social media post
[4 weeks before event]	Looking forward to welcoming prospective students to www.utcreading.co.uk at the Taster Event on [insert date of Taster Event] Book tickets here
[2 weeks before event]	Looking for a specialist education in engineering and digital industries? Come and find out more at www.utcreading.co.uk on [insert date of Taster Event] Book tickets here
[1 week before event]	We believe in the importance of technical education. Come and meet us at www.utcreading.co.uk on [insert date of Taster Event] Book tickets here
[3 days before event]	We are helping www.utcreading.co.uk to recruit new students – come to the UTC on [insert date of Taster Event] Book tickets here
[day of event]	It's Taster Event Day at www.utcreading.co.uk – we look forward to welcoming prospective students and parents tonight!

Taster Event 3

Scheduled date of social media post	Content of social media post
[4 weeks before event]	Looking forward to welcoming prospective students to www.utcreading.co.uk at the Taster Event on [insert date of Taster Event] Book tickets here
[2 weeks before event]	Looking for a specialist education in engineering and computing? Come and find out more at www.utcreading.co.uk on [insert date of Taster Event] Book tickets here
[1 week before event]	We believe in the importance of technical education. Come and meet us at www.utcreading.co.uk on [insert date of Taster Event] Book tickets here
[3 days before event]	We are helping www.utcreading.co.uk to recruit new students – come to the UTC on [insert date of Taster Event] Book tickets here
[day of event]	It's Taster Event Day at www.utcreading.co.uk – we look forward to welcoming prospective students and parents tonight!