

Study UK Alumni Awards social media content plan

This document is for British Council, HEI and UK government colleagues to promote the 2027 Study UK Alumni Awards on social media.

Please see some sample social media posts below, and access promotional images and videos in the [Study UK Alumni Awards](#) collection on the British Council Brand Hub*.

Applications open on 1 September and close on 15 October 2026.

Suggested copy, including CTA
Applications for the #StudyUKAlumniAwards 2027 open on 1 September 🎉 Enter one of four categories to raise your international profile, build your professional networks and win a trip to the UK. Find out more on the Study UK website https://study-uk.britishcouncil.org/after-your-studies/alumni-awards or search Study UK Alumni Awards.
The #StudyUKAlumniAwards celebrate the inspirational individuals – entrepreneurs, community leaders, business people and artists – making incredible contributions around the world. Sounds like you or someone you know? Find out more on the Study UK website https://study-uk.britishcouncil.org/after-your-studies/alumni-awards or search Study UK Alumni Awards 🎉
Calling all international alumni from UK universities! Share your success, raise your global profile and get the chance to win a trip to the UK - apply for the #StudyUKAlumniAwards, visit the Study UK website or search Study UK Alumni Awards https://study-uk.britishcouncil.org/after-your-studies/alumni-awards 🎉
Have you, or someone you know, studied in the UK and gone on to achieve amazing things? ✨ Apply for the #StudyUKAlumniAwards 2027! Find out more on the Study UK website https://study-uk.britishcouncil.org/after-your-studies/alumni-awards or search Study UK Alumni Awards
The #StudyUKAlumniAwards are open! Shine a spotlight on your achievements and expand your professional networks. Find out more on the Study UK website https://study-uk.britishcouncil.org/after-your-studies/alumni-awards or search Study UK Alumni Awards ✨
Apply for the #StudyUKAlumniAwards 2027 and you could win a trip to the UK! 🇬🇧

Study UK Alumni Awards

The awards have four categories – Business and Innovation, Culture, Creativity and Sport, Science and Sustainability and Social Action. Which one gives you the best chance to shine? Learn more about the categories and application process on the Study UK website <https://study-uk.britishcouncil.org/after-your-studies/alumni-awards/how-enter> or search Study UK Alumni Awards

Thinking of applying for the Study UK Alumni Awards? If so, you might be wondering how best to structure your story or highlight your achievements. Our top tips page is packed with all the advice you need, visit the Study UK website to find out more <https://study-uk.britishcouncil.org/after-your-studies/alumni-awards/how-enter/top-tips>

Are you a UK graduate working in the business and innovation sector? 📁 If so, apply for the Study UK Alumni Awards and get the opportunity to share your story with the world!

The Business and Innovation award recognises alumni who have contributed to new innovative ideas, solutions and business opportunities. Finalists have created their own start-ups, developed digital platforms and much more.

If this sounds like you, apply to the Alumni Awards for the chance to be the next winner 🎉

Find out more on the Study UK website <https://study-uk.britishcouncil.org/after-your-studies/alumni-awards> or search Study UK Alumni Awards

Applications for the Study UK Alumni Awards 2027 are open – share your inspiring story with the world! ✨

The Social Action award applauds UK alumni who have shown dedication to creating a brighter world for all. Finalists have launched educational platforms, developed healthcare projects, mentored others and so much more.

If this sound like you, apply now to be the next winner 🎉

Learn more on the Study UK website <https://study-uk.britishcouncil.org/after-your-studies/alumni-awards> or search Study UK Alumni Awards

Are you a UK graduate working in the culture, creativity and sport sector? 🎨

Applications for the 2027 #StudyUKAlumniAwards are open, and we want to hear your inspiring stories.

The Culture, Creativity and Sport award celebrates alumni who have demonstrated artistic influence and creativity within arts, culture and sport. Finalists have launched creative start-ups, published novels and much more.

StudyUK Alumni Awards

If this sounds like you, apply for the Alumni Awards for the chance to be the next winner 🏆

Search Study UK Alumni Awards to find out more or visit the Study UK website <https://study-uk.britishcouncil.org/after-your-studies/alumni-awards>

Inviting all UK alumni who are passionate about Science and Sustainability! 🌱🔬

Applications for the #StudyUKAlumniAwards 2027 are open! If you're a UK graduate making an impact in the world of science and sustainability - share your story with us.

The Science and Sustainability award honours alumni of UK universities who have truly excelled in their careers, making a significant impact in their field and beyond. Finalists have launched new vaccines, sustainable finance start-ups, and more!

If this sounds like you, apply for the Alumni Awards for your chance to be next year's winner 🏆

Find out more on the Study UK website <https://study-uk.britishcouncil.org/after-your-studies/alumni-awards> or search Study UK Alumni Awards.

Find out more about the #StudyUKAlumniAwards and how to write a good application, tips and guidance – join our 'How to apply' webinar on <<22 September / 7 October>> at <<10 a.m. UK time (BST) / 4 p.m. UK time (BST) >>. [Sign up here](#).

Thinking about applying for the Study UK Alumni Awards?

Join our webinar on Wednesday 7 October to get application tips from the Study UK team and previous winners.

[Sign up here](#).

#StudyUKAlumniAwards

For more posts, see our [external content calendar](#)

Top tips

Please use the hashtag #StudyUKAlumniAwards on your posts (remember not to add any other characters, space or leave out any letters). Every post that uses #StudyUKAlumniAwards will appear on our social media wall, you can see this here: <https://walls.io/StudyUKAlumniAwards>

If you have this information, please tag previous finalists'/winners' so they can engage with your post:

- UK university/HEI they have studied at
- Study UK channels: Facebook and Instagram @studyuk_britishcouncil. LinkedIn @study-uk-british-council
- Scholarship body (e.g. Chevening)



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- Organisation they have founded /co-founded
- In-country British Embassy

We recommend you post at least once a week.

Please include an image/video available to download from the [Study UK Alumni Awards collection](#) on the British Council Brand Hub.

Further activity

To increase reach of the campaign you could:

- Use stories of winners/finalists/other influential alumni in countries/from your institution where you'd like to encourage alumni to apply in your social media messaging – and show how winning an award will raise their global profile.
- Consider streaming live interviews with previous winners/finalists, VIPs, current alumni who are planning to apply/have applied already.
- Incentives for winners/finalists – what professional development opportunities/capacity building support are available.
- Paid social media posts (even a small budget) can help to reach your audiences.
- Consider the timings of posts for country-specific audiences.
- Increase your social media activity by liking/commenting on others' posts.

If you have any questions, email StudyUK.Alumni@BritishCouncil.org for support.

* A range of assets, including images, banners, flyers, email copy, film, social media content, press release and templates are available to download from our Alumni Awards [Brand Hub](#) accessible via [campaign toolkit page](#).

For HEIs only: to register on the [British Council Brand Hub](#) follow the steps below:

1. Visit <https://brandhub.britishcouncil.org/login/>
2. Select 'Register a new account'
3. Complete the registration details
4. Add 'partner' as account type
5. Add studyuk.alumni@britishcouncil.org as the contact
6. You will receive a notification once your account has been created
7. When you access your account for the first time, you will be asked to set up MFA
8. Open the authenticator on your phone (such as Google or other which you can download from Google Play or the Apple App Store) and click to create a new account by scanning a QR code
9. Scan the QR code on your screen
10. The app will generate a six-digit number, which is valid for 30 seconds (if it lapses, another one will follow which - again - will be valid for 30 seconds)
11. Type this code on the Brand Hub to complete your log in



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Steps to access the Brand Hub for British Council colleagues only:

1. Visit <https://brandhub.britishcouncil.org/login/>
2. Select 'British Council sign-in'

