

Alumni Awards social media content plan

This document is for British Council, HEI and UK government colleagues to help you to promote the 2021-22 Alumni Awards on social media in your country / at your institution.

Below you will find sample social media posts and tips for posting.


Copy examples

* British Council colleagues only should record their activity in the post link column and send back to StudyUK.Alumni@BritishCouncil.org

DATE	CHANNEL	COPY INCLUDING CTA	POST LINK (BRITISH COUNCIL COLLEAGUES ONLY)
		Are you the next Alumni Awards winner? Application for the #UKAlumniAwards 2021-22 open from 1 st September 2021! Find out more https://study-uk.britishcouncil.org/alumni-awards	
Wednesday 25 August 2021		In exactly a week's time, the Study UK Alumni Awards 2021-22 open. Enter one of four categories to raise your international profile, build your professional networks and win a networking trip back to the UK. Get inspired by our previous winners and finalists here: https://study-uk.britishcouncil.org/alumni-awards/winners #UKAlumniAwards	
		Our Study UK Alumni Awards 2021-22 will celebrate the inspirational individuals – entrepreneurs, community leaders, business people and artists – making incredible contributions around the world. 🌍 Sound like you or someone you know? find out more/Enter here: https://study-uk.britishcouncil.org/alumni-awards	
		If you're about to start writing your entry for the Study UK Alumni Awards 2021-22, 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 📝: https://study-uk.britishcouncil.org/alumni-awards/enter/top-tips	
Wednesday 01/09/2021	Facebook	The Study UK Alumni Awards 2021-22 are officially open! 🎉 Follow in the footsteps of inspiring past winners and finalists by entering today. Finalists can expect to be celebrated on the global stage and winners will visit the UK for a professional	

		networking trip next year. Learn more about how to enter, here: https://study-uk.britishcouncil.org/alumni-awards	
Wednesday 01/09/2021	Instagram	The Study UK Alumni Awards 2021-22 are open! Enter one of three categories to raise your international profile, build your professional networks and win a networking trip back to the UK. Get inspired by our 2020 winners and finalists on @studyuk_britishcouncil's website.	
Wednesday 01/09/2021	LinkedIn	The Study UK Alumni Awards 2021-22 are open! 🦋 Thinking about entering or referring a friend or colleague? Winners can expect recognition on the global stage – and a professional networking trip back to the UK. Learn more about all the reasons to enter: https://study-uk.britishcouncil.org/alumni-awards	
	Twitter	Calling all international UK alumni, apply for the @StudyUKBritish #UKAlumniAwards 2021-22. Find out more https://study-uk.britishcouncil.org/alumni-awards	
	Facebook	Calling all successful 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 Study UK #UKAlumniAwards. Read about <<country>> Alumni Award winner <<winner name>>, and how <<his>> UK education helped <<him>> to launch his career as an <<artist>>, <<illustrator>> and <<writer>> https://study-uk.britishcouncil.org/artist-illustrator-writer-oliver-jeffers	
	Instagram	Why enter the Study UK #UKAlumniAwards? A unique opportunity to enhance your global status and strengthen your professional networks. Applications are now open – find out more on @studyuk_britishcouncil's website.	
	LinkedIn	How does studying in the UK lead to success? Alumni Award winner <<Mamunur Rahman, the inventor of low-cost sanitary towel made from leftover clothing materials, Ella pad which supports women with improved health, hygiene and employment opportunities and addresses the needs of women who work in garment factories. Mamunur graduated from @universityofsussex and is now since the Covid-19 outbreak has been making world class re-usable masks from scraps! Mamunur has been distributing these reusable masks for free in Bangladesh>>. Could you join him, and other successful alumni in the #UKAlumniAwards? https://study-uk.britishcouncil.org/alumni-awards	

Twitter	Help us to find and celebrate the best stories of inspiring UK international alumni - share this post with colleagues and friends who you think deserve an award! @StudyUKBritish #UKAlumniAwards https://study-uk.britishcouncil.org/alumni-awards	
Facebook	Have you, or someone you know, studied in the UK and gone on to achieve amazing things? Apply for the Study UK #UKAlumniAwards 2021-22! Find out more https://study-uk.britishcouncil.org/alumni-awards	
Instagram	#UKAlumniAwards are open! Shine a spotlight on your achievements and expand your professional networks. Find out more on @studyuk_britishcouncil's website.	
LinkedIn	Think you've got what it takes to win an Alumni Award? The why not enter the global Study UK Alumni Awards to gain international recognition? If you, or someone you know, has studied in the UK, you could be a winner. Find out more on our website https://study-uk.britishcouncil.org/alumni-awards	
Twitter	Could you be an Alumni Award winner? Find out more: https://study-uk.britishcouncil.org/alumni-awards/enter @StudyUKBritish #UKAlumniAwards	
Facebook	Apply for the Study UK Alumni Awards 2021-22 and you could win a professional networking trip to the UK 🇬🇧 The awards contain three distinct categories – Professional Achievement, Entrepreneurial and Social Impact. Which gives you the best chance to shine? Learn more about the categories and application process here: https://study-uk.britishcouncil.org/alumni-awards/enter	
Instagram	The Study UK Alumni Awards 2021-22 will celebrate the inspirational individuals – entrepreneurs, community leaders, businesspeople and artists – making incredible contributions around the world. 🌍 Sound like you or someone you know? Find out more on the @studyuk_britishcouncil website.	
LinkedIn	<<'...studying in the UK was critical to my success. The birthplace of Shakespeare has the highest regard and respect for quality literature.' Alumni Award <<winner Dina Elabd from Egypt on how her UK study experience launched her successful career in children's literature>>. Could you be next? #UKAlumniAwards find out more how to apply https://study-uk.britishcouncil.org/alumni-awards	

	Twitter	Want to follow in the footsteps of our previous winners and finalists? If you're about to start writing your entry for the Study UK Alumni Awards 2021-22, 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  : https://study-uk.britishcouncil.org/alumni-awards/enter/top-tips	
	All	Find out more about the Study UK Alumni Awards and how to apply – join the #BritishCouncil for a webinar on <<date>> at <<time>>. Sign up <<here>>	
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Top tips

Please use the hashtag #UKAlumniAwards on your posts (remember not to add any other characters, space or leave out any letters). Every post that uses #UKAlumniAwards 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' in your post copy:

- UK university/HEI they have studied at
- Study UK (so global team can re-share your post)
- Scholarship body (e.g. Chevening)
- 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 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 Facebook 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 if a small amount of budget) can help to reach your audiences.

- Consider the timings of posts for country-specific audiences
- Increase your social media activity by re-tweeting/commenting

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