

Alumni Awards social media content plan

This document is for the use of British Council, HEI and UK government colleagues to promote the 2022-23 Alumni Awards on social media.

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

GIF, Static images, Animations and films to support your posts can be accessed from the [Brand hub](#).

Date	Suggested Channel	Copy, including CTA
Before call opens (01 September 2022)	All	Are you the next Alumni Awards winner? Applications for the #UKAlumniAwards 2022-23 opens 01 September 2022! Find out more https://study-uk.britishcouncil.org/alumni-awards
Thursday 25 August 2022	All	In exactly a week's time, the Study UK Alumni Awards 2022-23 opens. 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
While call is open (01 September – 06 November)	All	Our Study UK Alumni Awards 2022-23 will 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/Enter here: https://study-uk.britishcouncil.org/alumni-awards
While call is open (01 September – 06 November)	All	If you're about to start writing your entry for the Study UK Alumni Awards 2022-23, 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
Thursday 01 September 2022	Facebook	The Study UK Alumni Awards 2022-23 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

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		next year. Learn more about how to enter, here: https://study-uk.britishcouncil.org/alumni-awards
Thursday 01 September 2022	Instagram	The Study UK Alumni Awards 2022-23 are 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 2021 winners and finalists on @studyuk_britishcouncil's website.
Thursday 01 September 2022	LinkedIn	The Study UK Alumni Awards 2022-23 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
While call is open (01 Septmeber – 06 November)	Twitter	Calling all international UK alumni, apply for the @StudyUKBritish #UKAlumniAwards 2022-23. Find out more https://study-uk.britishcouncil.org/alumni-awards
While call is open (01 Septmeber - 06 November)	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. https://study-uk.britishcouncil.org/artist-illustrator-writer-oliver-jeffers
While call is open (01 Septmeber - 06 November)	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
While call is open (01 Septmeber - 06 November)	Facebook	Have you, or someone you know, studied in the UK and gone on to achieve amazing things? Apply for the Study UK #UKAlumniAwards 2022-23! Find out more https://study-uk.britishcouncil.org/alumni-awards
While call is open (01 Septmeber - 06 November)	Instagram	#UKAlumniAwards are open! Shine a spotlight on your achievements and expand your professional networks. Find out more on @studyuk_britishcouncil's website.
While call is open (01 Septmeber - 06 November)	LinkedIn	Think you've got what it takes to win an Alumni Award? Then 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
While call is open (01 Septmeber - 06 November)	Twitter	Could you be an Alumni Award winner? Find out more: @StudyUKBritish #UKAlumniAwards
While call is open (01 Septmeber - 06 November)	Facebook	Apply for the Study UK Alumni Awards 2022-23 and you could win a professional networking trip to the UK 🌍 The awards contain four distinct categories – Science and Sustainability, Culture and Creativity, Social Action and Business and Innovation. 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

While call is open (01 Septmeber - 06 November)	Instagram	The Study UK Alumni Awards 2022-23 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.
While call is open (01 Septmeber - 06 November)	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 2022-23, 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
Dependent on webinar.	All	Find out more about the Study UK Alumni Awards and how to write a good application, tips and guidance – join our 'How to apply' webinar on <<07 September / 12 October>> at <<10AM UK time (BST)>>. Sign up << here >> #UKAlumniAwards

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 a small 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.