



#WeAreTogether campaign briefing for students

What is the WeAreTogether campaign?

The #WeAreTogether campaign is a social media campaign involving students, academics and all staff from UK universities, students unions, pathway providers and organisations across the sector. We want to bring all those involved in UK higher education in any form together in a **positive campaign which highlights our unity and mutual support for each other as we find our way through the Covid19 outbreak together.**

This campaign is particularly aimed at providing reassurance and support for **international students**. We know many of you may be stuck on campus far away from home and their families. We want to ensure that you know you are not alone and are aware of where to go for help.

We want you to take to social media to:

- **Thank** the key workers, university and SU staff, and fellow students who are helping you to stay positive throughout this time
- **Share** positive stories about the ways you are adapting to life under lockdown. For example – how are you and your classmates coming together to learn online? How are you entertaining yourselves? How do you keep in touch with your friends and family? Are you undertaking any volunteer work?
- **Encourage** your fellow students to reach out for help from their university, students union or a friend if they need it

Please share any positive stories, through photo, video or just words, using the hashtag #WeAreTogether.

Why are students joining this campaign?

In the words of one of the UKCISA's #WeAreInternational Student Ambassador:

"In face of a pandemic that transcends borders, our response must likewise go beyond borders. This is why I have joined the #WeAreTogether campaign and encourage my peers to do so as well. University education has always been highly international, so these communities must lead in solidarity during this global crisis. We as students, scholars, faculty, and staff must show our love and support for one another. Though we must physically distance ourselves, we can show we care for the people that make up our university communities by joining the #WeAreTogether campaign on social media and reaching out online."

Katie Crabtree, Leeds Trinity University (PHD), USA

What can you do?

Above all else, please use the **#WeAreTogether hashtag** in any of your social media posts which feature positive and supportive messages in relation to the Covid19 outbreak. We want to spread positivity, support and gratitude.



We encourage you to think creatively about the stories you post. For example, could you make a thank-you sign for the cleaners who are ensuring your halls of residence are clean and safe? Could you work with your lecturers to showcase the fun side of online learning? Could you make videos showing the ways you and your friends are keeping in touch? Zoom – based dinner parties? House-party quiz? Balcony table tennis? The only limit is your imagination...

To get you started, here are three ideas you could consider:

1) A short video message

- Briefly introduce yourself (name, university, where you're from etc).
- "I'd like to thank" - give a personal thank you to someone who has helped/supported or reassured you during this difficult time.
- Show solidarity with your international student peers.
- Finish by saying "we are together" (if you are an international student, you could say this in your own language).

2) A picture message

- Write a thank you to a specific group of people (e.g. "Thank you, University accommodation cleaners. #WeAreTogether") on a white piece of card or paper and submit a photo of you holding it up.
- Keep the text short and large so people can read it.

3) A thank you note

- A longer, more detailed social media post written as a direct thank you letter to an individual who's been a supportive or important presence through this difficult time

4) A blogpost

- Do you have any interesting stories, indoor exercises tips or recipes for local delicacies that you would like to share with your fellow international students during the lockdown? Why don't you write a blogpost for us! Please get in touch with our team, contact details below.

There are a number of [social media assets](#) available to download, developed with UKCISA's international student ambassadors, which we encourage you to share and use as content examples. We would be very grateful for your support on social media by retweeting and sharing our content, which we will be promoting from UUKi and UKCISA websites and social media channels: [UUKi Twitter](#) [UUKi LinkedIn](#) [UKCISA Twitter](#) [UKCISA LinkedIn](#) [UKCISA Instagram](#) [UKCISA Facebook](#)

If you have any questions or want to know more about the campaign...

Please get in touch with yinbo.yu@ukcisa.org.uk and danielle.newey@international.ac.uk.