About the Campaign

On 30 July 2020 Universities UK is launching National Graduates Day to celebrate the resilience and achievements of the class of 2020, and to promote the skills, qualifications and experience that graduates gain from studying at university.

Why support?

We want to reassure current and would-be graduates of the long-term benefits of a university qualification. As well as enhanced employability prospects and a salary premium, graduates also report high levels of career satisfaction, while employers continue to predict increased demand for graduates in key areas of the economy, including those that were growing before the coronavirus pandemic hit.

As a national organisation with strong links to the higher education sector, we would be hugely grateful for your support.

Ways to get involved

1. Support the campaign on social media
   Please look out for and share UUK’s digital content, and promote it on your social channels using #WeAreTogether & #2020MADEUS. A range of assets and AR filters are available to customise posts from your channels.

2. Share a short video clip featuring your spokesperson
   On 30 July we will be sharing messages of support from public figures and employer representatives. Please consider sharing a 90 second video featuring a spokesperson from your organisation, congratulating this year’s graduates and stressing the value of the qualification they have obtained. Please contact steven.jefferies@universitiesuk.ac.uk for further information.

3. Promote National Graduates Day to your staff and external networks
   Please consider including information about the campaign on your staff intranet, and mention it to any partner organisations, businesses and charities that you are regularly engaged with.

4. Use the National Graduates Day Twibbon
   Please consider temporarily replacing your Twitter avatar with the Twibbon we have created for 30 July 2020.