National Graduates Day

July 30, 2020

Toolkit
#WeAreTogether background

- #WeAreTogether was launched in April 2020, to showcase how the UK higher education sector is working together in the fight against COVID-19, and with students, to maintain a positive, welcoming and inclusive global community.

- The campaign has so far reached over 55 million individuals across social media, with the reach being maximised largely thanks to our member universities, whose support we are hugely grateful for.

- #WeAreTogether also features an international strand targeted at reassuring international applicants and offer holders to continue with plans to study in the UK this autumn. The campaign is delivered largely through Instagram and so far has reached over 2 million unique prospective students through organic, paid and partner-amplified activities.
National Graduates Day

To continue promoting the #WeAreTogether message, in July Universities UK will launch National Graduates Day, a focused day of digital activity to bring graduates of UK universities together in celebration.
About the campaign

• National Graduates Day will also serve as a precursor to further campaigning activity UUK is launching in August, to build confidence that UK universities will be up and running this autumn, delivering high-quality, exciting student experiences while ensuring the safety of all students and staff.

• This new confidence campaign will run alongside #WeAreTogether, but will focus on reaching prospective and current domestic students about the positive impact of going to university as individuals, as well as parents, carers and teachers who influence decision making.

• As work on the confidence campaign proceeds, UUK will begin using a new hashtag, #2020MADEUS which will be used alongside #WeAreTogether to promote National Graduates Day and be used thereafter.
National Graduates Day aims

1. To celebrate the resilience and achievements of graduates from the class of 2020, in recognition of the difficulties they have faced due to the COVID-19 pandemic, and continue highlighting the contribution that many students have made to the national effort.

2. To encourage graduates of UK universities, employer groups, and recruiters to promote the value of studying at university, to reassure applicants who are currently undecided whether to begin a course in September.
Launch: 30 July 2020
(International Day of Friendship)

• Universities UK will launch National Graduates Day on social media, with film featuring a range of voices from the entertainment and careers sectors.

• Universities are encouraged to engage their student and alumni communities in celebration, marking International Day of Friendship as well as posting their own content alongside social media assets that will be provided prior to launch.
Proof points/key facts

The COVID-19 pandemic and its associated impact on the UK economy will no doubt affect the number of vacancies available for recent graduates. But now more than ever, the overall benefits of a university education will give graduates an edge in the world of work. The skills that graduates possess will also be crucial to the UK’s post-pandemic recovery.

The following key facts can be used to reassure recent graduates and current applicants that their decision to study at university will benefit them in the long term:

• A degree from a UK university continues to give a significant boost to employment levels and a graduate’s career prospects throughout life. On average, graduates are likely to earn £9,000 more per year than non-graduates, and government data shows that the vast majority of university courses do increase this potential.

• But it’s not just about the salaries. Recent research has revealed that 84% of students and recent graduates agree that future salary is not the only factor in choosing their degree. Interest in their subject and learning, broadening their life experience, gaining independence and developing wider skills like teamwork and time management are also listed as key factors.
Proof points/key facts (2)

- Graduates are more likely to be employed and have higher career satisfaction levels than non-graduates – 87% of graduates in full-time employment say their careers are meaningful to them.

- By 2030, it is estimated that there will be a UK talent deficit of between 600,000 and 1.2 million workers for both our financial and business sector and our technology, media and telecommunications sector. Graduates will be needed to fill this gap.

- 46% of employers expect to need more staff with higher-skills in the future, with two thirds not confident there will be enough people to fill high-skilled jobs. Graduates are needed now more than ever.

- 85% of graduates in high skilled jobs reported that their qualification was a requirement or gave them an advantage in securing their jobs.

- Over 40% of courses currently offered by universities have a technical, professional or vocational focus, and are equipping people for vital careers in the public sector such as nursing, to meeting the skills needs of growing industries from robotics to green energy.

- Employer demand for graduates continues to rise – research from the CBI shows employers expect the greatest demand for skills over the next three to five years will be for people with higher level skills, and two thirds of employers fear there will be a lack of sufficiently skilled people to fill these vacancies.
Ways to get involved on National Graduates Day (30 July 2020)

1. Support the campaign on social media

To mark the day Universities UK has created film and a suite of digital assets, including image templates for Facebook, Instagram, and Twitter which can be customised.

Ask your staff, students, and alumni to look out for and share this digital content, and promote it on your internal and external channels using #WeAreTogether/#2020MADEUS.

@UniversitiesUK  @universities-uk  @UniversitiesUK  @wearetogther_uk / @universitiesuk
Ways to get involved on National Graduates Day
(30 July 2020)

2. Promote National Graduates Day on your internal channels

Promote National Graduates Day on your internal communications channels, including student portals and the staff intranet.

Encourage members of staff to promote the day as part of any regular communication they have with students.
Ways to get involved on National Graduates Day (30 July 2020)

3. Use and promote the National Graduates Day Instagram/Facebook AR filter

We are creating a National Graduates Day AR filter, which will be available on Facebook and Instagram for students and alumni to customise their own images and film.

We will confirm the link once the filter is published so you can promote it to your student and alumni networks.
Ways to get involved on National Graduates Day (30 July 2020)

4. Use and promote the National Graduates Day Twibbon

We have created a National Graduates Day Twibbon to temporarily replace your Twitter avatar.

Add it to your Twitter account on 30 July 2020.
Ways to get involved on National Graduates Day (30 July 2020)

5. Promote your ‘graduation’ content

However your institution is planning to commemorate their graduates this year, please share it on social media with the hashtag #WeAreTogether and #2020MADEUS, and consider sharing original files with the Universities UK campaigns team. This will help the sector unite around its graduation-themed content and ensure maximum coverage.

If you plan to feature video content of particular students (eg prize winners or particularly inspirational students) please also consider sharing this content as part of the campaign.
Student and alumni generated content

As National Graduates Day is taking place on the UN’s International Day of Friendship, there will be an added incentive for both students and alumni to connect with each other digitally.

6. Encourage your students to share images and film on social media to mark the completion of their time at university, using #WeAreTogether and #2020MADEUS.

Ask them to feature:

- One thing about studying at university they will miss
- The most memorable part of their university experience (ie making friends, extra-curricular, an academic awakening)
- Welcoming messages to new students/advice for new students starting in the autumn
Student and alumni generated content

7. Ask your global alumni community to share images and film featuring their memories of university and provide an update on where they are now, using #WeAreTogether and #2020MADEUS.

Use our template email and ask them to include:

• Knowing what they know now, one piece of advice they would give to themselves when starting at university
• ‘I wouldn’t be here now unless...’ followed by a memory or outcome of their university experience
• Tag a Facebook friend they made at university but haven’t spoken to for a while. Share a memory with them.
• Welcoming messages/advice to new students starting in the autumn
8. Engage with your local stakeholders

Write to your local politicians, business groups, charities, and celebrity supporters to ask for their support for the campaign.

Download: template letter to local stakeholders.
9. Promote the #WeAreTogether Unibuddy student platform

- #WeAreTogether has partnered with UniBuddy to deliver a platform which will enable graduates and current students to talk with potential applicants and offer holders.

- The platform will contain themed chat rooms where graduates can share welcoming messages with prospective students, who in turn will be encouraged to offer their congratulations to this year’s graduates. The platform will go live on 30 July.
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<th>W/C</th>
<th>Milestone</th>
<th>Activity</th>
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<tbody>
<tr>
<td>13 July 2020</td>
<td>Three weeks to go</td>
<td>- Read the toolkit and familiarise yourself with the campaign&lt;br&gt;- Contact local supporters (ie celebrities, MPs and businesses) to secure their involvement&lt;br&gt;- Begin creating your own content for social, eg videos and posts featuring your students and alumni</td>
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<td>20 July 2020</td>
<td>Two weeks to go</td>
<td>- Send the Universities UK campaign team any available content from your own graduation celebrations</td>
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<td>27 July 2020</td>
<td>Launch week</td>
<td>- Start to schedule social media posts&lt;br&gt;- Add Twibbon to your twitter account&lt;br&gt;- Use Facebook/Instagram filter and promote to your networks&lt;br&gt;- Promote the campaign on your website and social media channels, on your intranet and in any newsletters</td>
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<td>30 July 2020</td>
<td>Launch day</td>
<td>- Look out for and share the campaign videos&lt;br&gt;- Share your graduation themed content using the #WeAreTogether and #2020MADEUS hashtags</td>
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