Getting Results

Campaign Toolkit

Stage 1: launching Thursday 27 May 2021 #GettingResults
This toolkit aims to support you and your organisation in getting involved with #GettingResults, a campaign showcasing the key role UK universities are set to play in the economic and social recovery from Covid-19.
The toolkit introduces the campaign, explaining its background and political context, before setting out the campaign’s central aims and our plans for its initial stage, launching on 27 May 2021.
Background and political context
Over the past year, UK universities have played a vital role in helping the country respond to the many challenges faced during the Covid-19 pandemic – training frontline workers, supporting local communities, contributing to cutting-edge research, and so much more.

While challenges remain, the higher education sector – and the country as a whole – is also considering how we emerge from the pandemic and catalyse our economic and social recovery.

With their unique position in society, universities are set to play a central role in providing the knowledge and skills needed for the country to build back better.

UUK and its members have identified supporting the economic and social recovery from Covid-19 as a priority area for UK universities’ work in the coming years.

We hope #GettingResults will showcase and support this work by positioning UK universities as essential to the future prosperity of the country.
Key messaging

The #GettingResults campaign puts universities at the heart of the economic and social recovery from the pandemic.
University partnerships can lead the nation out of an economic slump — creating thousands of jobs, new businesses, and prosperity across the UK over the coming years.
Universities are renewing their commitment to work closely with a wide range of organisations and seek out new partnerships nationally and locally, to deliver even greater impact than currently forecast.
Universities UK will be working closely with universities to influence policymakers – including local and national civil servants and politicians – as well as employers and their representative bodies across the UK.

The campaign will also be public-facing, with content shared across UUK, its members and partners’ digital channels.
Campaign launch:

Stage 1 of the campaign will centre around research commissioned by UUK, predicting the future impact of this collaboration.

We will publish a short report and a series of infographics outlining what these partnerships could achieve over the next five years, highlighting:

- The number of opportunities created by employer and university partnerships through spin-offs, social enterprises, and start-ups.
- How many businesses and charities can expect specialist advice from universities.
- The number of nurses, medics, and teachers that will be trained.
We are pleased to support the #GettingResults campaign which recognises the important role of universities in economic and social recovery from the Covid-19 pandemic.

Draft social media copy for the launch, please adapt for the style of your specific channel.
We are working with universities to help the nation bounce back strongly from the Covid-19 pandemic. #GettingResults
Universities are improving people’s lives through their education and research. We are proud to be partner with them to boost the economic and social recovery from the pandemic #GettingResults

Draft social media copy for the launch, please adapt for the style of your specific channel.
To maximise the campaign’s impact, we encourage UUK member institutions and their partners to create and share their own content alongside that produced by UUK.

When doing so, please make sure to align your content with the campaign brand guidelines to ensure consistent messaging across the sector.
Get in touch

If you have questions or would like more information about any aspect of the campaign, please contact:

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