Campaign Toolkit

Stage 1: launching Thursday 27 May 2021  #GettingResults
This toolkit aims to support you and your institution 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 in May 2021.
Finally, it outlines the digital content that will be produced for the campaign, including advice on how to engage your local audiences – politicians, media, local charities, businesses and other employers, university staff and students.
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.
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 tone of voice:

We hope to inspire people through storytelling and show how universities are inclusive and at the heart of society.

To support this, the campaign aims to be:

- Bold
- Motivated by the wider public good
- Humble
- Inspiring
- Cutting-edge
- Innovative
What we want to demonstrate
We want both policymakers and employers to recognise universities’ integral role in building economic and social prosperity and increasing the diversity of talent.

We want them to take action to show their support for the importance of universities to the national economic and social recovery and to employers directly.

Specifically, we want to highlight:

- Universities are ready to support local employers through innovation and knowledge exchange and by providing the skilled workforce they need.
- The importance of graduates to the economy.
- The value of partnerships: universities, colleges, and employers are working together to accelerate the economic and social recovery from Covid and increase opportunities across the UK.
- The impact of universities on lives and the levelling up agenda.
- The longevity, capacity, diversity, and adaptability of the sector.
The campaign plan – overview of Stage 1 and Stage 2

The first stage of Getting Results will launch in May 2021, after which we are planning activity over the next 12 months. During this time, we hope to create several national moments for media coverage and political engagement, accompanied by a regional approach and a focus on the challenges and strategic importance of universities to future economic growth.

Throughout the campaign, we will share inspirational stories of the ways that universities are responsible for boosting the economic and social recovery, as well as the people who are making this possible.

We will work closely with UUK member institutions and employers to develop impactful content for politicians and policymakers which amplifies the campaign across traditional and digital channels. This cooperation will also help us influence politicians by using consistent messaging across the sector.

Stage 2 of the campaign would be rolled out across the summer and autumn, looking at the impact of university and employer collaboration on specific challenges and on the social recovery.

The choice of subjects would be linked to the government priorities across the four nations, and we will be working with other sector representatives to demonstrate how we can tackle some of these challenges through closer working.
How does this campaign fit with other UUK campaigns?

The WeAreTogether campaign helped to demonstrate how institutions helped in the fight against the Covid-19 pandemic and are maintaining a welcoming and inclusive global community. Thanks to your support, over the last year we managed to reach over 60 million users on social media and gained extensive support for the campaign from politicians and other important stakeholders.

This campaign is the successor to WeAreTogether — there is no need to continue to promote the WeAreTogether hashtag or campaign.
How does this campaign fit with other UUK campaigns?

#MadeAtUni is our public engagement campaign, which aims to demonstrate to members of the public how universities are improving their everyday lives – madeatuni.org.uk.

We have three phases of MadeAtUni campaigning activity planned for later this year, which will be closely aligned to the Getting Results campaign, by focusing on the cultural and social impact of universities.
July | September | November

MadeAtUni Healthier Lives, how universities are changing lives by bringing communities together to get fitter, healthier, and happier.

MadeAtUni Creative Sparks, showcasing the immense contribution of UK universities to the nation’s creative excellence and producing the talent, ideas, and innovation needed by the UK’s world-leading creative industries, which is essential to the country’s future success.

MadeAtUni Climate Action, aiming to make more people appreciate how universities can make a positive difference to the planet, leading to greater levels of public support for the sector.

The UK government is also preparing for a Comprehensive Spending Review (CSR) which is likely to start in late spring/early summer and conclude in the autumn 2021. The examples and evidence from the #GettingResults campaign will be an important part of UUK’s narrative in the run up to the CSR.
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.
National and regional interest

We want to show that universities across the length and breadth of the UK will play a vital role in the economic and social recovery from Covid-19.

To achieve this, we will highlight regional stories that bring to life collaboration between universities, employers, local authorities, LEPs, and other partners up and down the country.

Each week, we will focus on a different region or nation on UUK’s digital channels, featuring infographics and the stories of the individuals creating growth and innovation in that area.

Through our storytelling, we will focus on how universities are improving the lives of people in the locations identified by the UK government for extra support, including the Levelling Up Fund Index and the Community Renewal Fund priority areas.
National and regional interest

One university or organisation in each UK government region and in the nations will lead on communications in their regions/nations, and UUK will help these institutions target media titles and boost engagement from local policymakers.

Stage 1 activity will continue in June around the G7 summit in Cornwall. We will be asking you to share your stories on social media on Friday 11 June – more details will follow.

Then, on NHS Day, Monday 5 July, we will be asking you to promote and thank your students and graduates doing so much to support the health service.
Ways for universities to show their support
We would like you to:

- Contact your local politicians and employers you work closely with to get their backing for the campaign.
- Generate local media coverage for the campaign.
- Ask your staff and students to support the campaign.
- Share stories of student and graduate success, partnerships, and research collaboration on social media using the hashtag #GettingResults

Campaign brand guidelines

To maximise the campaign’s impact, we encourage UUK member institutions 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.
Infographics and other social media content for sharing

We are producing infographics on the university and employer partnerships in each region/nation and UK-wide, featuring:

- The number of businesses and charities formed.
- How many companies and not-for-profit organisations can expect help.
- The number of businesses that might be born.

We have also collated inspirational examples of people accelerating the economic and social recovery, with a focus on small and medium sized enterprises which have a key role in driving sustainable growth.

These are being turned into creative digital content which we will share during the course of the campaign.
We are pleased to support #GettingResults, a national campaign which puts universities at the heart of the economic and social recovery from the pandemic.

Draft social media copy for the launch, please adapt for the style of your specific channel.
Universities played an important role in the national effort against Covid-19, now with our partners we want to help the nation build back better. #GettingResults
Universities are improving people’s lives through our education and research. Together with our partners we will create jobs, more opportunities and better lives following the pandemic. #GettingResults
Copy to send local politicians and their advisers to get their backing for the campaign

Policymakers such as local and national civil servants and politicians are a key audience for the #GettingResults campaign. To support us in reaching as wide an audience as possible, we encourage institutions to reach out to local politicians and their advisers to get their backing for the campaign.

You will find draft copy to engage policymakers here, which we encourage you to adapt to suit your local context.
Copy to send the charities, businesses, and other employers you engage with to get them behind the campaign

During stage 1 of the campaign, we plan to publish a list of the main contact at each university for employers to contact to discuss possible collaborations, demonstrating that they are open for business.

We also encourage institutions to be proactive in reaching out to local and national charities, businesses, and other employers.

You will find copy saved here to help you initiate these conversations.
To avoid confusion and duplication, we have asked the following institutions to co-ordinate contact with the regional media in their areas, mainly the regional news channels and other broadcasters. They are:

Scotland – Universities Scotland
Wales – Universities Wales
North East England – Newcastle University
North West England – Manchester Metropolitan University
Yorkshire – Sheffield Hallam University
East of England – University of Hertfordshire
East Midlands – Nottingham Trent University
West Midlands – University of Birmingham
London – London South Bank University
South East – University of Reading
South West – University of Exeter

We have drafted this press release template to support regional media co-ordination and you should add data to it from the relevant infographic for your region or nation.
Content for you to send local media

We ask that all universities approach the local media in their own cities and towns to get coverage for the campaign. To help you do this, we have drafted this press release template for you to adapt and add the relevant data from the infographics for your region or nation.

We would also urge you to consider writing letters or opinion pieces to your local media in support of the campaign and encouraging your local partners to do so.

University channels

We hope to create a positive and inspiring campaign that will motivate policymakers, employers and representative bodies across the country to recognise universities’ key role in the post-Covid recovery.

We also encourage you to reach out to local business to ask them to show their support for the campaign on social media and on their websites. Please don’t worry if this support isn’t forthcoming immediately, remember the campaign will run for the next year.
University channels

To help us achieve this aim, we encourage you to be creative with your own channels and create vibrant, accessible digital content, such as:

- Short films.
- ‘Day in the life’ content.
- Social media posts.
- Blogs.
- Podcasts.
- Quote posts.

Alongside your own content, please do keep an eye on Universities UK’s digital channels and reshare content.
Campaign Timetable
<table>
<thead>
<tr>
<th>Week commencing</th>
<th>Milestone</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 10</td>
<td>Two weeks until launch</td>
<td>Consider the toolkit, ask UUK any questions on the campaign.</td>
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<tr>
<td>May 17</td>
<td>One week until launch</td>
<td>UUK will confirm the exact launch date, which will depend on what else is happening on the national news agenda.</td>
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<tr>
<td></td>
<td></td>
<td>Contact your local politicians and employers for support.</td>
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<tr>
<td>May 27</td>
<td>Campaign launch</td>
<td>Ask your staff and students to support the campaign.</td>
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<td>Do media relations to promote the campaign.</td>
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<td></td>
<td></td>
<td>Start promoting the campaign on your channels.</td>
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<tr>
<td>May 31</td>
<td>UUK to profile North East on its channels across the week</td>
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<tr>
<td>Week commencing</td>
<td>Milestone</td>
<td>Activity</td>
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<tr>
<td>June 7</td>
<td>UUK to profile South West on its channels across the week</td>
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<tr>
<td>June 11</td>
<td>Coordinated day of activity to coincide with the start of the G7 summit in Cornwall</td>
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<td>June 14</td>
<td>UUK to profile Wales on its channels across the week</td>
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<td>June 21</td>
<td>UUK to profile the West Midlands on its channels across the week</td>
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<td>June 28</td>
<td>UUK to profile Scotland on its channels across the week</td>
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<tr>
<td>July 5</td>
<td>NHS Day, a coordinated day of campaigning activity, more details to follow</td>
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<td>July 6</td>
<td>UUK to profile the East of England on its channels across the week</td>
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<td>July 12</td>
<td>UUK to profile the North West on its channels across the week</td>
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<td>July 19</td>
<td>UUK to profile Northern Ireland on its channels across the week</td>
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<td>July 26</td>
<td>UUK to profile London on its channels across the week</td>
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<td>August 2</td>
<td>UUK to profile the East Midlands on its channels across the week</td>
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<td>August 9</td>
<td>UUK to profile Yorkshire on its channels across the week</td>
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<tr>
<td>August 16</td>
<td>UUK to profile the South East on its channels across the week</td>
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Get in touch

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

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#GettingResults