WeAreTogether: 2021
#WeAreTogether launched in April 2020 to showcase how the UK higher education sector is working together against Covid-19 to maintain a positive, welcoming and inclusive global community.

- In June, we launched Proud to Help to thank the individual staff and students volunteering and contributing in incredible ways.

- In July, we celebrated National Graduates Day to celebrate and reassure the graduates of 2020.

- The campaign includes an international strand targeted at reassuring international applicants and offer holders. Study UK and BUILA will be continuing this part of the campaign.

- Thanks to your support, the campaign has reached over 55 million individuals across social media.
Over one year into the Covid-19 crisis, we want to take another moment to come together as a sector.

From vaccines to treatments, working on the front-line to supporting local communities, the work of UK universities continues to play a critical role in fighting the pandemic.

At a moment where we are seeing the progress of developments, made possible by university research, this is an opportunity to showcase the work of your institution and demonstrate together as a sector how UK universities are supporting the nation, and populations around the world.
The campaign aims to:

- showcase how the sector is continuing to contribute to the national effort;
- and reflect on the incredible efforts of staff and students over the last year.

Focussing on two themes:

1. Research:
   how research from UK universities and international collaborations have been tackling the virus and its impact on our lives.

2. Supporting local communities:
   how staff and students from UK universities have stepped up to support their local communities in countless ways.
Coinciding with British Science Week

Universities UK will launch the campaign on **Friday 5 March at 0900 hours** and continue it throughout the following week, which is also **British Science Week**, a ten-day celebration of science, technology, engineering and maths.

Consider using the hashtag for British Science Week – **#bsw21** – alongside **#WeAreTogether** on posts about how work in science, technology, engineering and maths from UK universities have helped respond to the crisis.
Ways to get involved

1. **Support the campaign on social media**

   1. Reshare content from the UUK channel on the launch day – **Friday 5 March** – including at least one piece of content between 0900 and 1000 hours on this day. Continue to post content throughout the following week until 14 March.

   2. Share stories and content on the two themes using the #WeAreTogether hashtag. This could include:
      - new content on current activities
      - reflecting back on the university’s, staff and student contributions over the last year using previous content.

   Unlike previous phases, we are not calling for case study submissions – we’re asking institutions to share relevant content on their channels.

   We will share the best content over the course of the week on our channels.
Content suggestions:

- **Video** interview with student or staff member who has been volunteering in the local community during the pandemic.
- **Blog piece** from researcher outlining the progress of a project they have been working over the past year and/or outlining their findings.
- **Social media graphic** using UUK’s templates, with a quote from a member of local community who has been positively impacted by your university’s work.
- **Podcast** episode including voices of staff and students reflecting on their contribution to the national effort during Covid-19.
- **Image gallery** of individuals/teams who have used science, technology, engineering and maths to respond to the crisis

Templates and assets

Universities UK has created a suite of campaign templates and endslides for Facebook, LinkedIn, Instagram, and Twitter which can be customised, and provided suggested copy posts.

Download: **templates and suggested social media copy**

Download: **brand guidelines**
2. Promote the campaign on your internal channels

Promote the campaign on your internal communications channels, including student portals, with student unions and on the staff intranet.

Consider contacting student volunteer teams, academics and staff who have been key parts of your response to Covid-19 who might want to promote their work.
Ways to get involved

3. Engage with your local stakeholders

Contact your local politicians to ask for their support.

If your Covid-response has included working with or supporting local businesses and charities, ask for their support on social media.

Download: Draft email template for stakeholders.
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<th>W/C</th>
<th>Milestone</th>
<th>Activity</th>
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| 15 February 2021   | Three weeks to go         | - Read the toolkit and familiarise yourself with the campaign  
                       |                               | - Contact local supporters and stakeholders (ie MPs, businesses, charities) to ask for support.  
                       |                               | - Begin creating content for social, eg videos and posts featuring your staff and students  
                       |                               | - Look back on previous content that can be repurposed                                  |
| 22 February 2021   | Two weeks to go           | - Promote the campaign on your internal channels, to relevant teams (eg volunteer teams) and newsletters.                               |
| 1 March 2021       | Launch week               | - UUK will send a reminder email about the launch.                                                                                     |
| 5 March 2021       | On launch day             | - **Please post/reshare first piece of content between 0900 and 1000 hours**  
                       |                               | - Continue to post content throughout the day and the following week using the #WeAreTogether hashtag.  
                       |                               | - UUK will share the best content from universities and stakeholders on our channels. |
| 14 March 2021      | Final day of #bsw21 and   | - Look out for content and share campaign content from UUK.                                                                                |
|                    | #WeAreTogether             |                                                                                                                                          |
Don’t hesitate to get in touch:

Katherine.Starczewski@universitiesuk.ac.uk
Kat Starczewski
Senior Content Producer