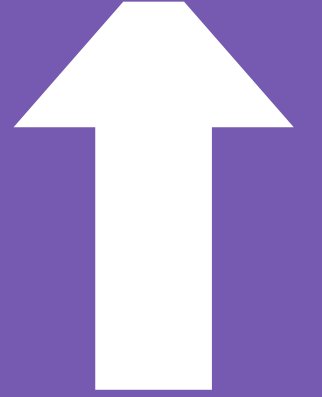
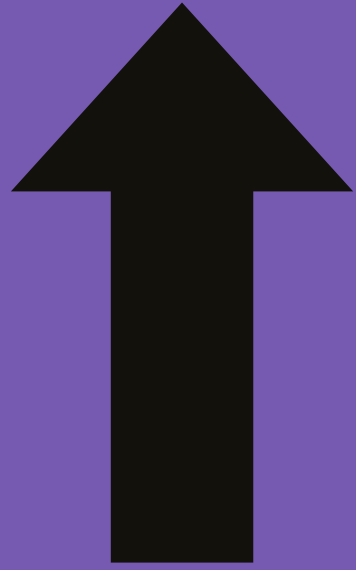




WORKSHOP SESSION: SOCIAL MEDIA

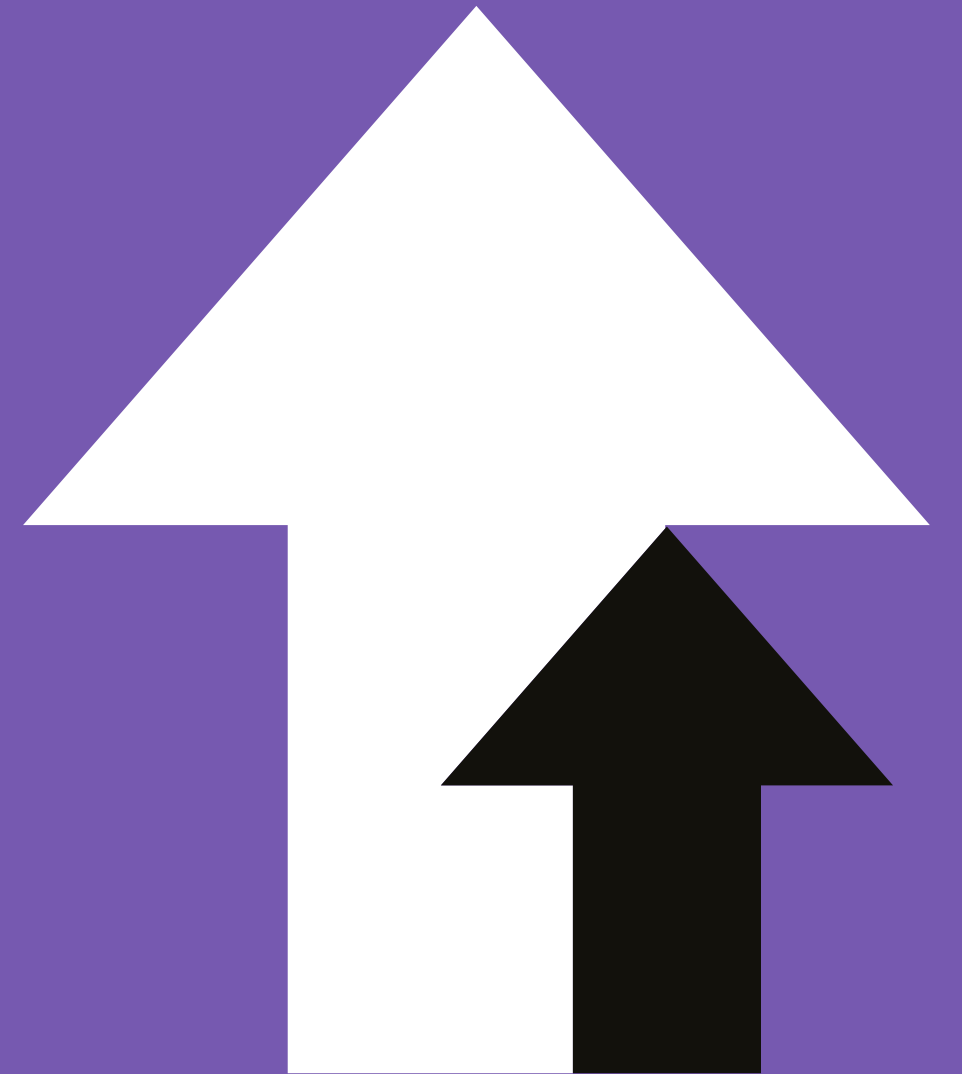


WENDY FORD

VITTA GROUP (EDUCATION AND SCIENTIFIC) –
BRAND MANAGER

GARETH FORD

AGRICULTURAL ENGINEERS ASSOCIATION –
DIGITAL MEDIA AND MARKETING SPECIALIST



TL

AGENDA

Unlock the power of social media in promoting T Levels
and showcasing your impactful work!

1. Learn the ropes of effective online presence
2. Evaluate your advocacy through the digital realm
3. Gain insights from the Department for Education Social
Team

WHY USE SOCIAL MEDIA?

Social media is a dynamic and powerful way to promote T Levels, promote what you are up to, and it enables you to engage, reach and inspire your target audience in innovative and impactful ways.

1. **INCREDIBLE REACH:** In January 2024, over **56.2 million** (82.8%) used social media in the UK alone.¹
2. **FIND YOUR TRIBE:** There is a reason the word 'social' is used - they are two-way communication platforms, prime for building communities and fostering engagement.
3. **VISUAL AND MULTIMEDIA CONTENT:** Storytelling and capturing attention through video, imagery, graphics and more.
4. **DATA AND ANALYTICS:** Measure the effectiveness of the message you are putting out there.
5. **IT'S FREE!**

THE SOCIAL MEDIA LANDSCAPE

Some of the platforms out there include:

FACEBOOK: Connect with family and friends

YOUTUBE: The home of long-form video content (35% OF UK)

WHATSAPP: Chat application that supports media

INSTAGRAM: Photo, video, live-video sharing

X (TWITTER): Real-time conversations with a character limit

TIKTOK: Video creation and search engine (41% of 16-24s)

LINKEDIN: B2B platform for networking

WHICH PLATFORMS TO BE ON?

You do not need to be on every platform to be successful, consider:

1. Who is your audience?
2. Where are they hanging out online?
3. Research your competitors and fellow industry associates.
4. What are your objectives?
5. What channels align with your brand and values?
6. What assets and content can you deliver?

STRATEGY DEVELOPMENT:

Social media works on an algorithm feed, which prioritises and shows users different content that is relevant to them. Followers is no longer the goal. Engagement is.

Hence, strategy is key - What is your objective?

The Golden Circle helps us understand why we do what we do.

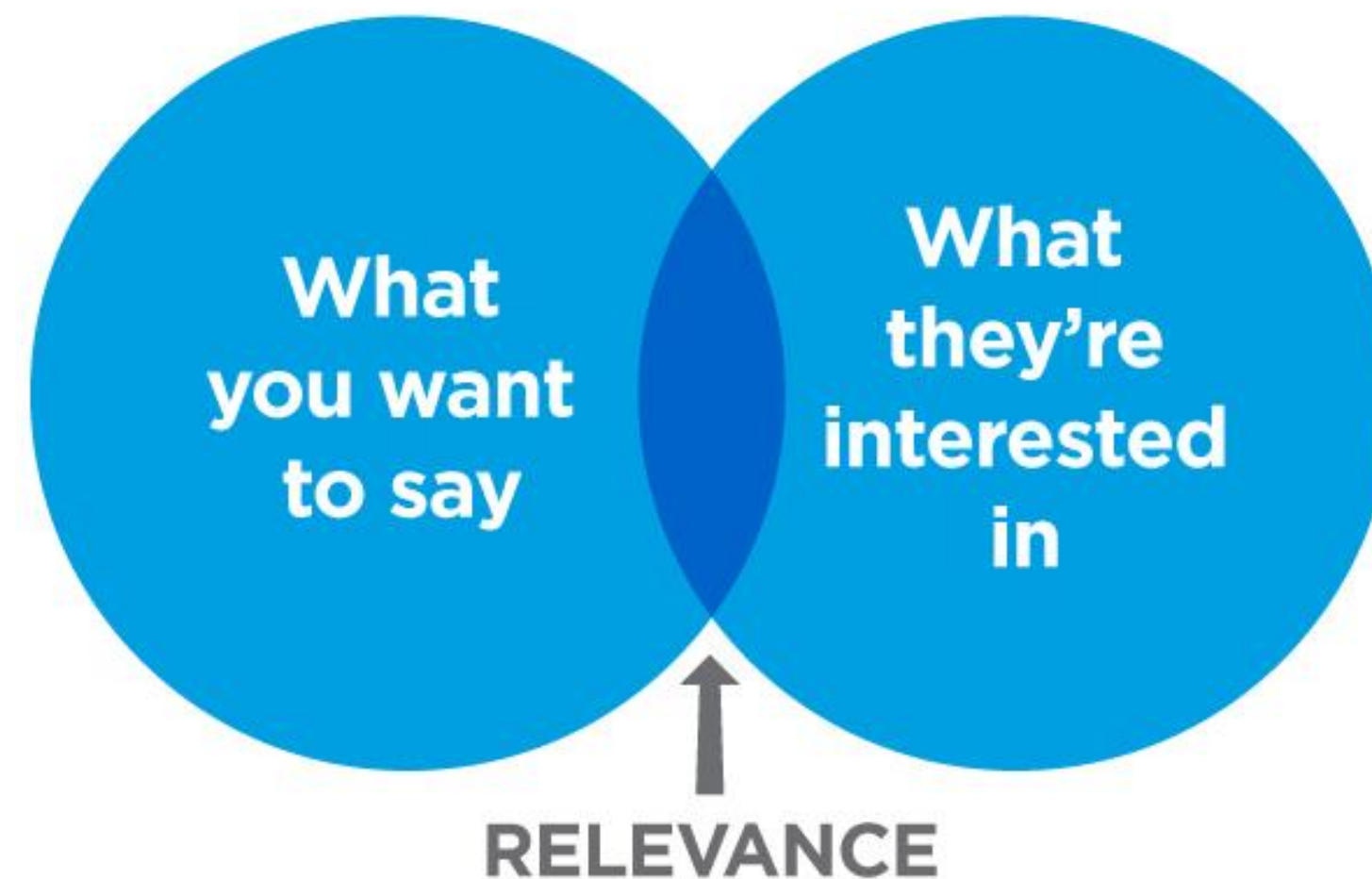
WHY: Your WHY is your purpose, cause, or belief. WHY does your company exist? WHY do you get out of bed every morning? And WHY should anyone care about the work you do?

HOW: Our HOWs are the actions we take when we are at our natural best and are living out our WHY. It's HOW you bring your WHY to life that makes you and your company unique.

WHAT: Describe the products or services your company provides or the job function you have within that system

WHAT IS THE KEY TO COMPELLING CONTENT?

RELEVANCE: The most impactful content straddles what you want to communicate (WHY, HOW, WHAT) and what your audience needs, is interested in and cares about.



CONTENT CREATION

Some great ways to promote T Levels is through the following:

- CASE STUDIES
- TESTIMONIALS AND STORIES
- EVENT AMPLIFICATION
- NEWS, AWARDS AND ACCOLADES
- BE PART OF THE COMMUNITY

FORMAT: Blogs, video, imagery, infographics, quotes.

BEST PRACTICE

A few quick tips to keep in mind are:

- **SO WHAT?:** Every post needs a purpose, so why should someone read it: call to action.
- **EMOJIS:** Be creative and personable, use 1-2 appropriate emojis.
- **EASY READING:** Always add paragraph spacing, full grammar and spelling.
- **MEDIA:** Where possible, always use video and imagery.
- **LOGOS:** Use your company assets and T-Level toolkit and ambassador logo.
- **HASHTAGS:** These are search terms so include at least 1-2 hashtags at the end.
- **MENTION:** Tag social media platforms of mentioned people, companies and venues.
- **PERMISSION:** Always ask permission to share someone's name and picture.



WE ARE LAND-BASED ENGINEERING

As an industry, struggles to stand out when it comes to recruitment and employment.

Promote the Agriculture, Land Management and Production T Level by bringing together the providers, students and employers.

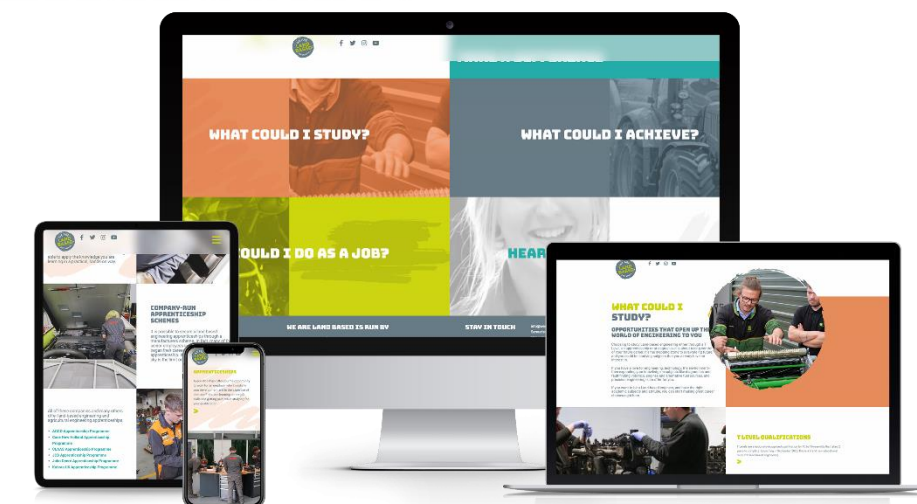
- What is the We Are Land-Based Engineering strategy?
- What content has worked well and why?
- What's not worked well and why?
- Top tips for employers, providers and individuals



TL

WE ARE LAND-BASED ENGINEERING

- An industry wide initiative focused at 12-16 year olds to promote education and careers in land-based engineering
- Relatable and audience appropriate content works.



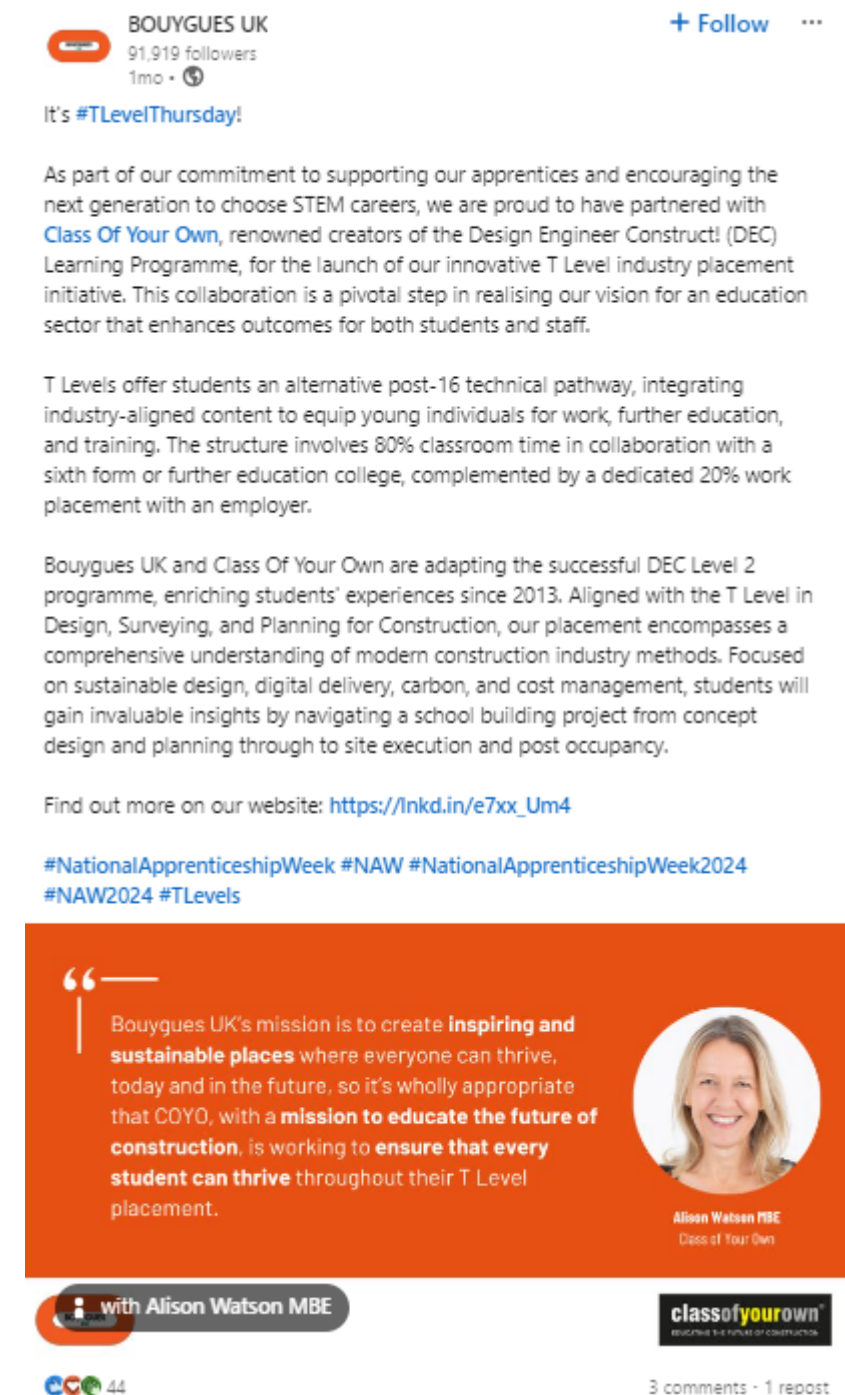
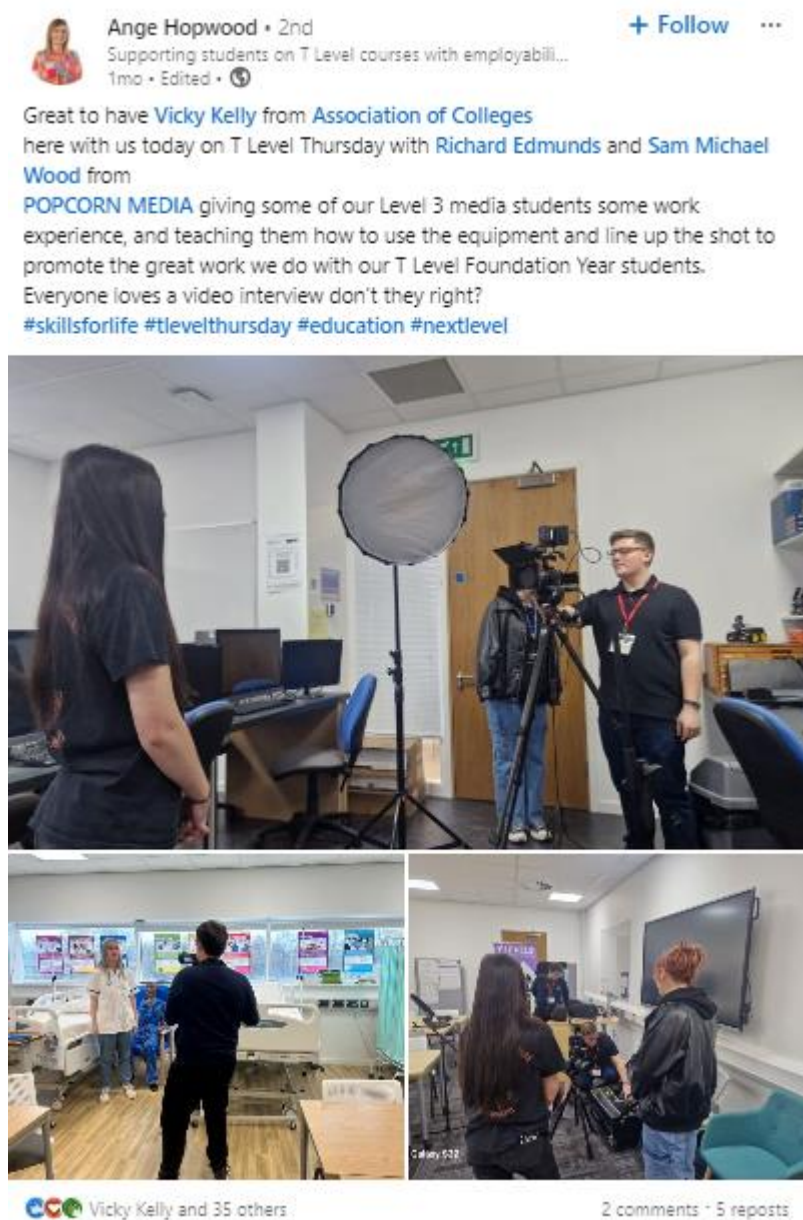
- Video is key.
- Engage at all levels – the schools and careers advisors, the parents, the employers, and the colleges who offer the courses.
- Do they understand what a T Level is?
- Do they understand “Agriculture, Land Management and Production”? If no. This should be the first step.
- Create resources that help.

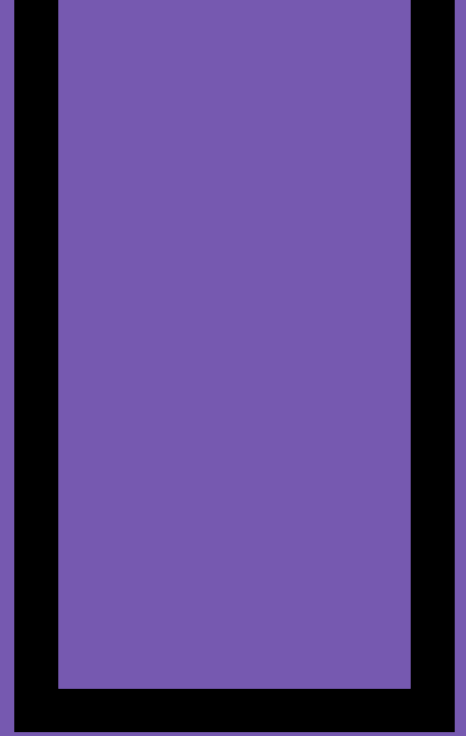


GREAT POSTING – #TLEVELTHURSDAY

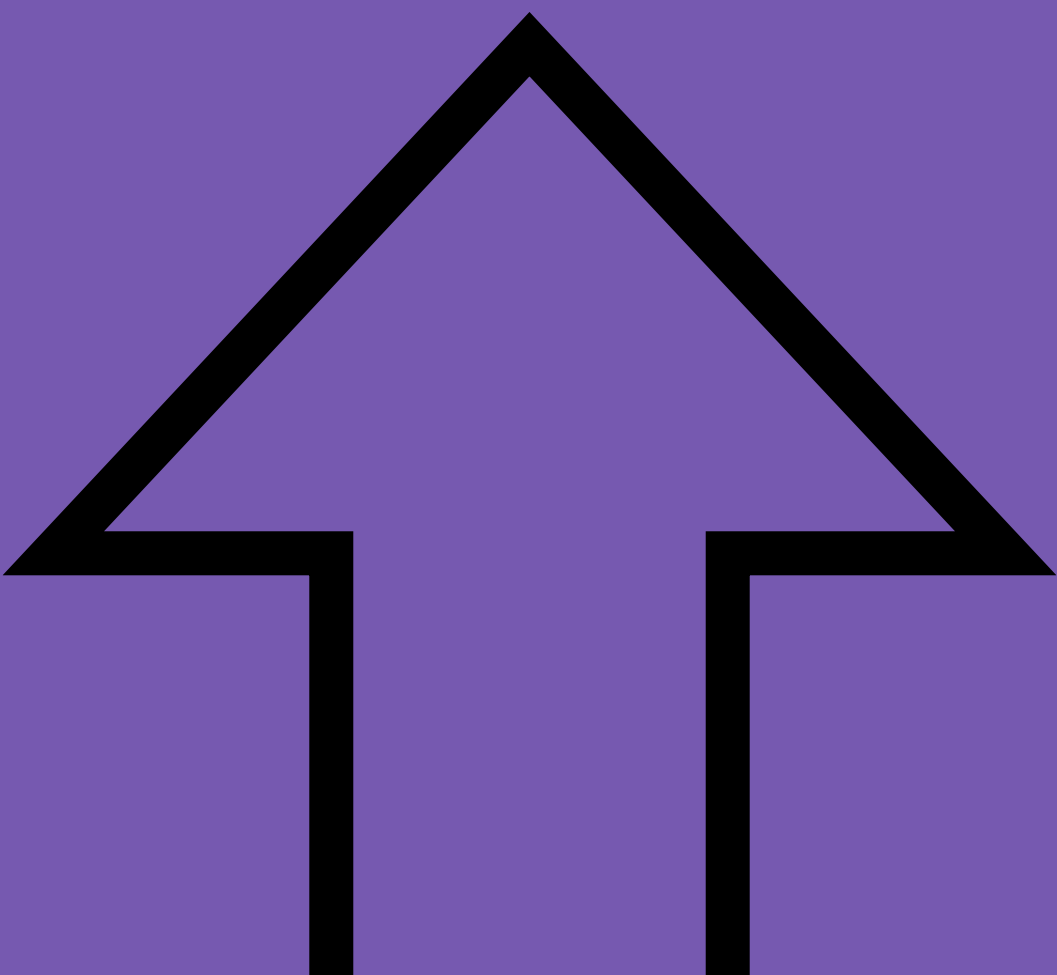


T Level Thursday was a snapshot of the power that the individuals in our network have.





WHAT'S NEXT?

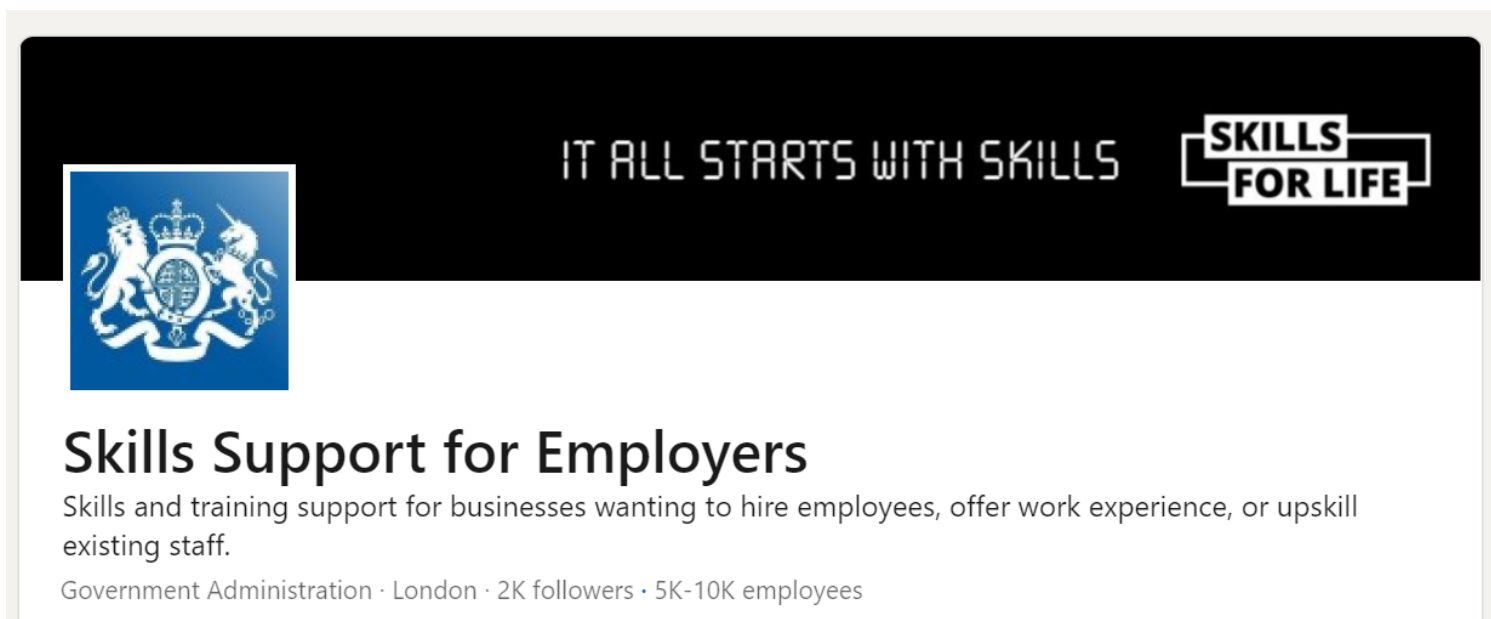
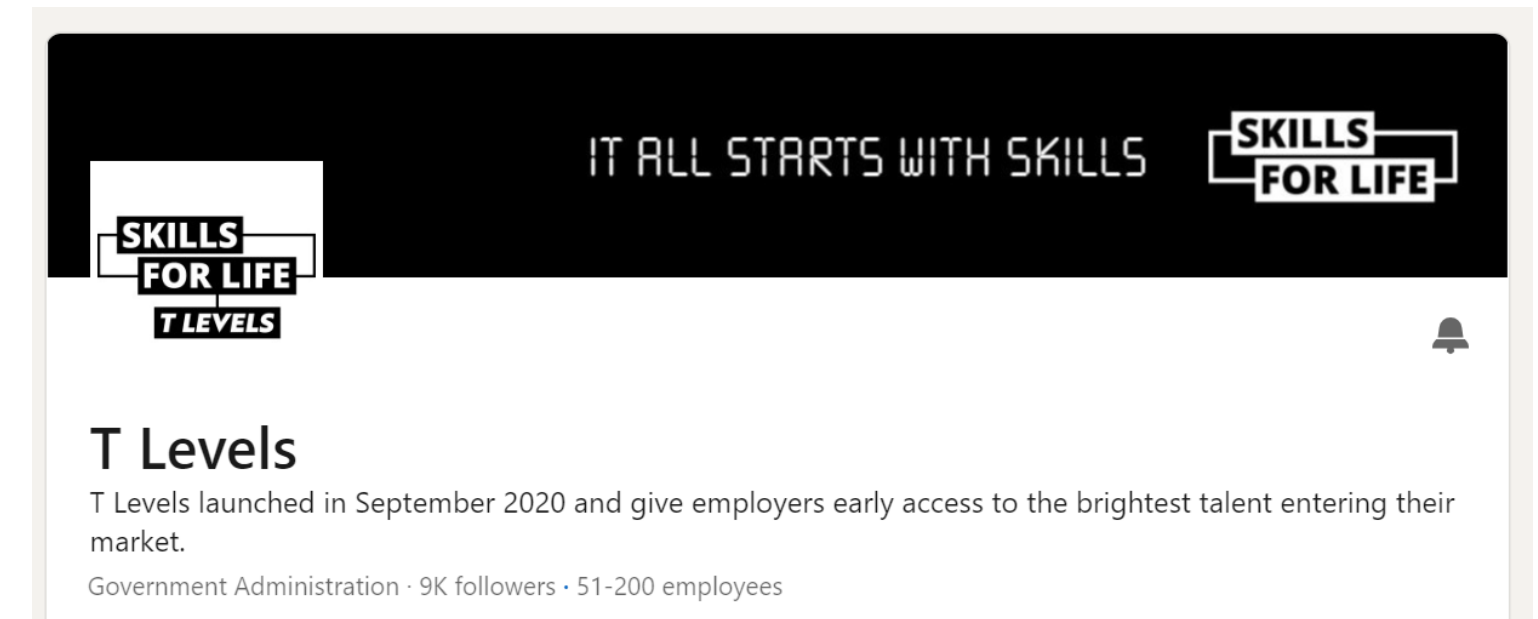


CHANNEL INFORMATION

T Levels - LinkedIn

Established T Level employer and stakeholder focussed account. This account shares the wider benefits of T Levels to businesses and encourages employers to host T Level students on industry placement within their organisation.

- Followers - 8.6k
- Link - [@T Levels](#)
- Audience - T Level Employers and Stakeholders
- Tags - @TLevels
- Hashtags to use - #TLevels #SkillsForLife



Skills Support for Employers - LinkedIn

Newly launched employer and stakeholder account sharing skills and training support to employers. This account focuses on all the skills and training programmes under the #SkillsForLife campaign - T Levels, Apprenticeships, Higher Technical Qualifications, Skills Bootcamps and Multiply numeracy courses.

- Followers - 1.6k
- Link - [@Skills Support For Employers](#)
- Audience - Employers considering hiring employees, offering work experience or upskilling existing staff
- Tags - @SkillsSupportForEmployers
- Hashtags to use - #SkillsForLife #ItAllStartsWithSkills

SOCIAL POSTS

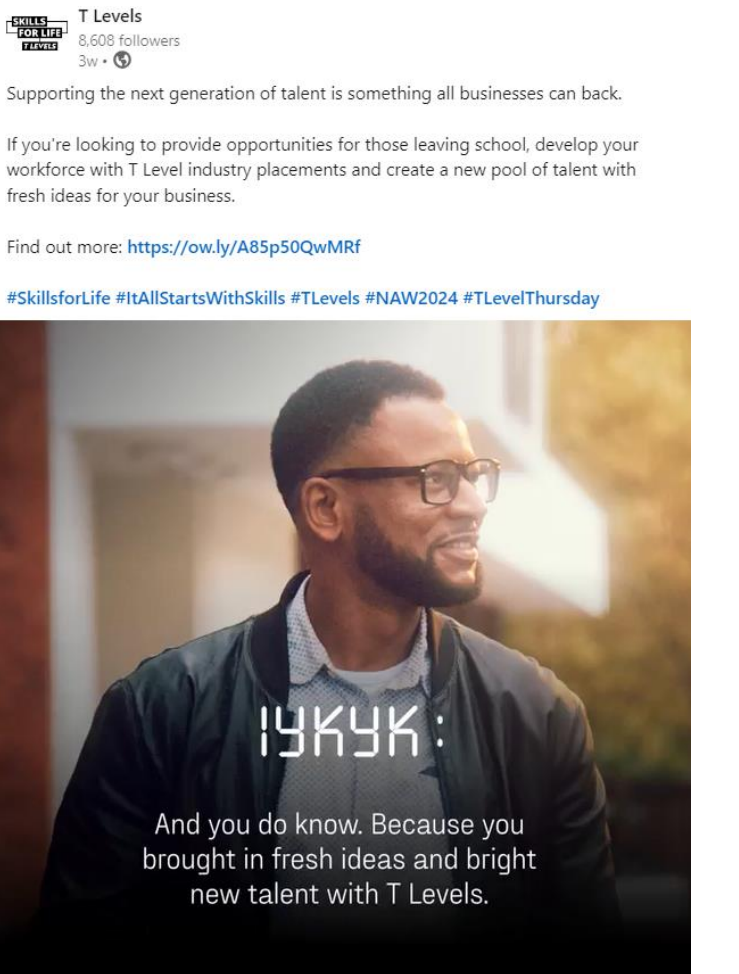
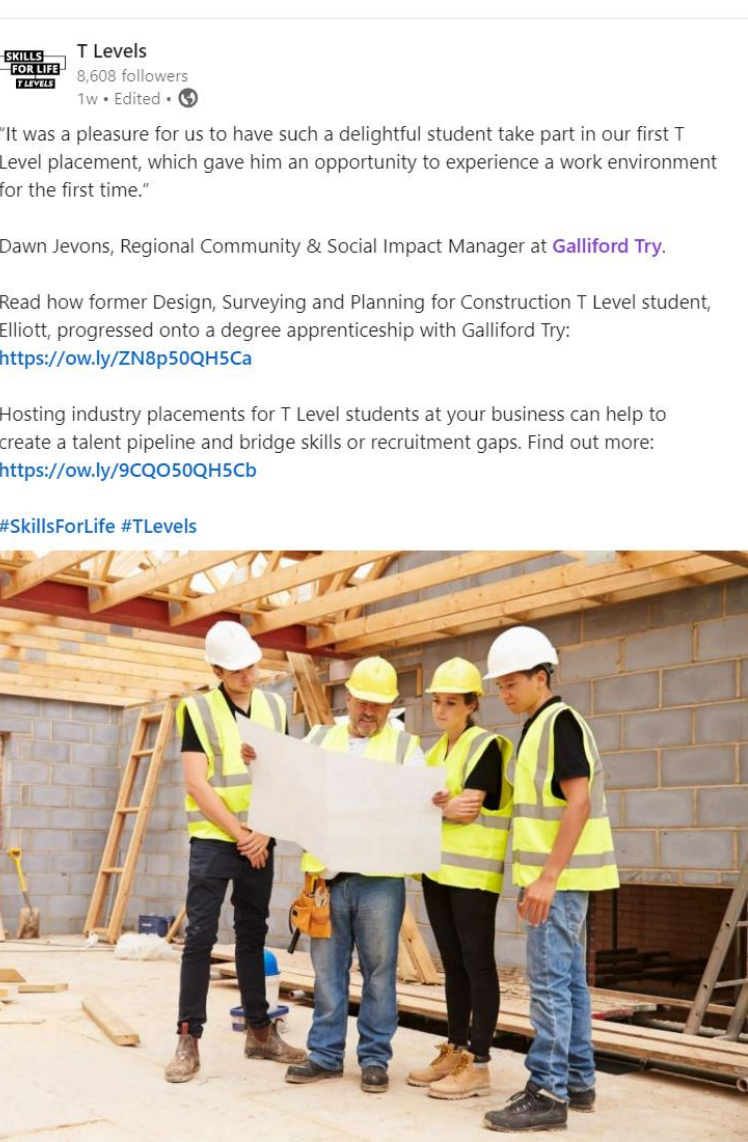
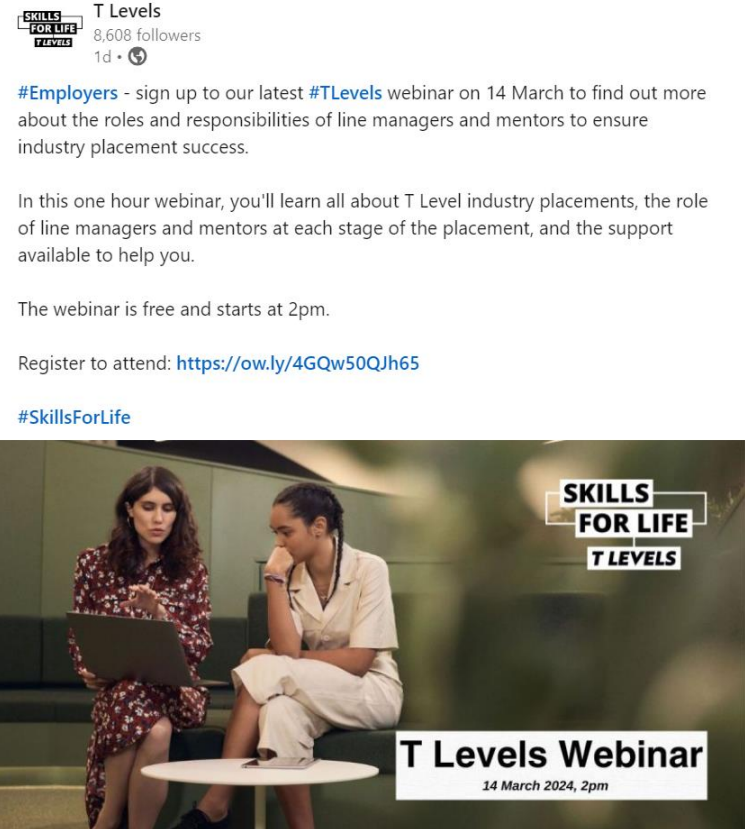
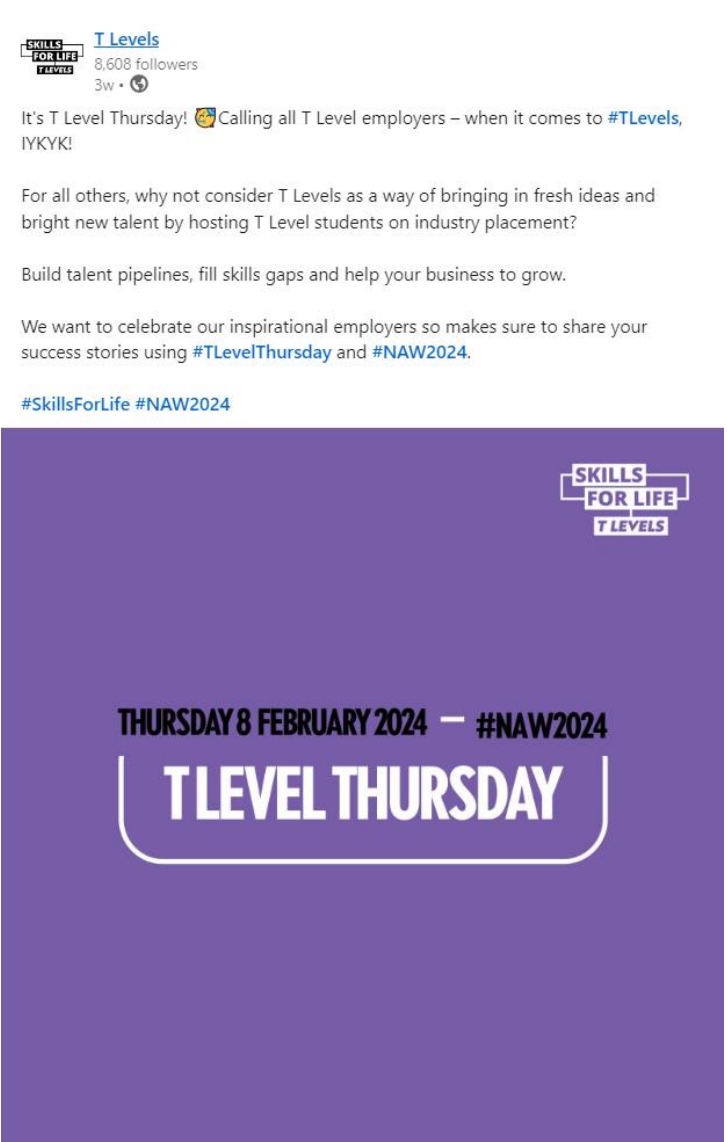
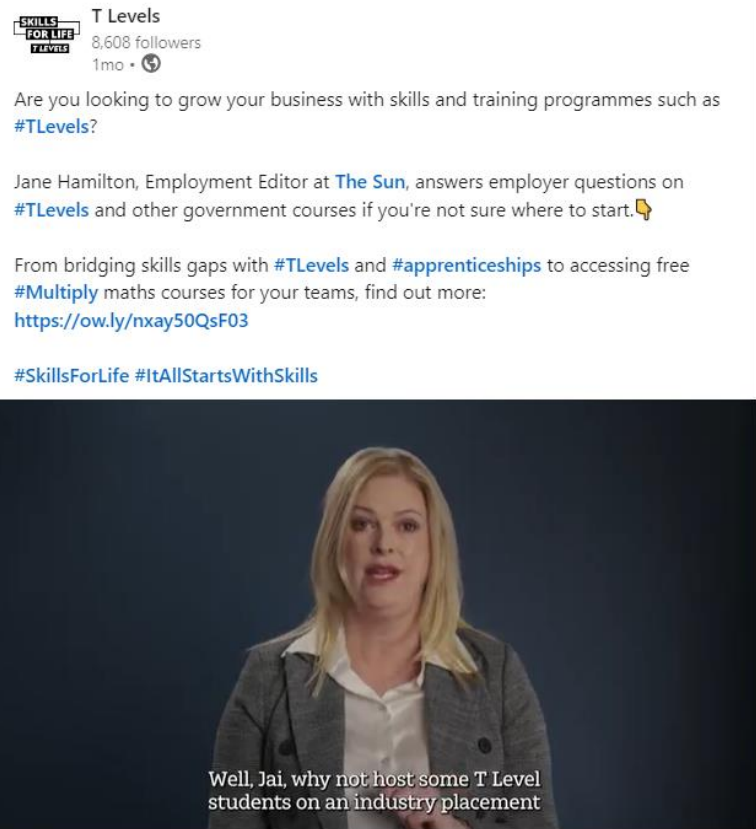
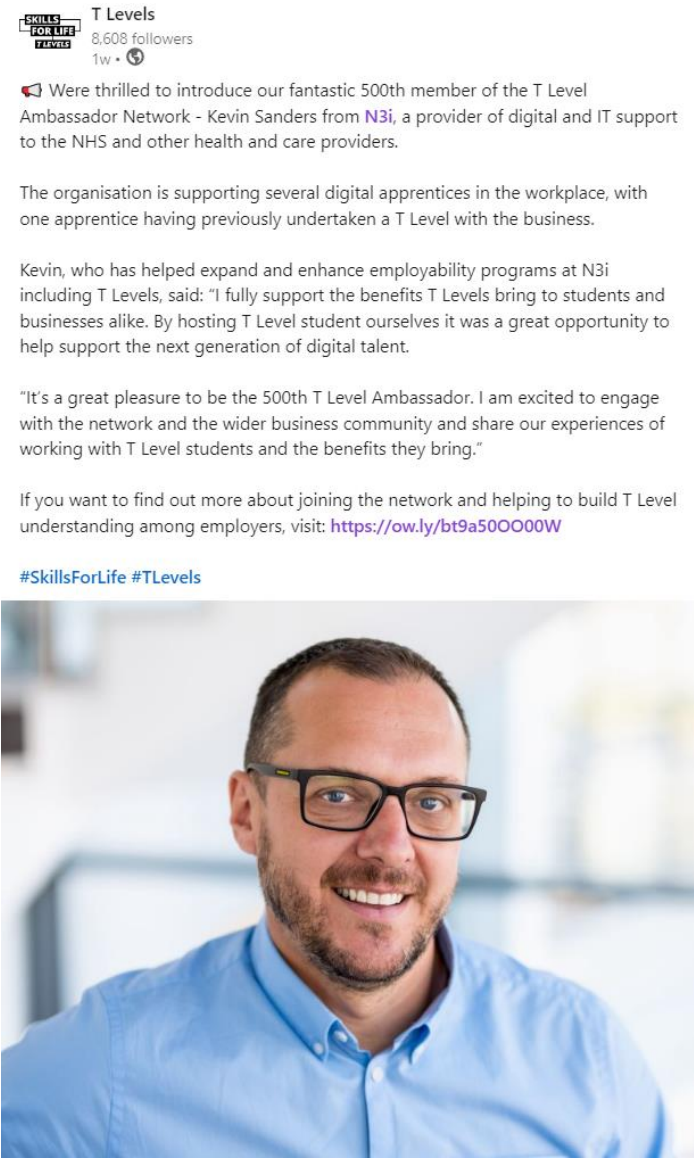
T Levels LinkedIn posts:

- Campaign content from the Skills For Life campaign
- Employer case studies
- Government policy updates impacting T Levels
- Employer support posts - ie. webinars and employer events
- T Level ambassador posts
- Links to the T Level and Industry Placement Support for Employers website
- Links to the employer page of the Skills for Careers website

The account is a key channel for T Level celebrations including #TLevelThursday during **National Apprenticeship Week** in February and #TLevelsWeek in October.

It will also support the new T Level categories at the National Apprenticeship and Skills Awards from Autumn 2024.

TL



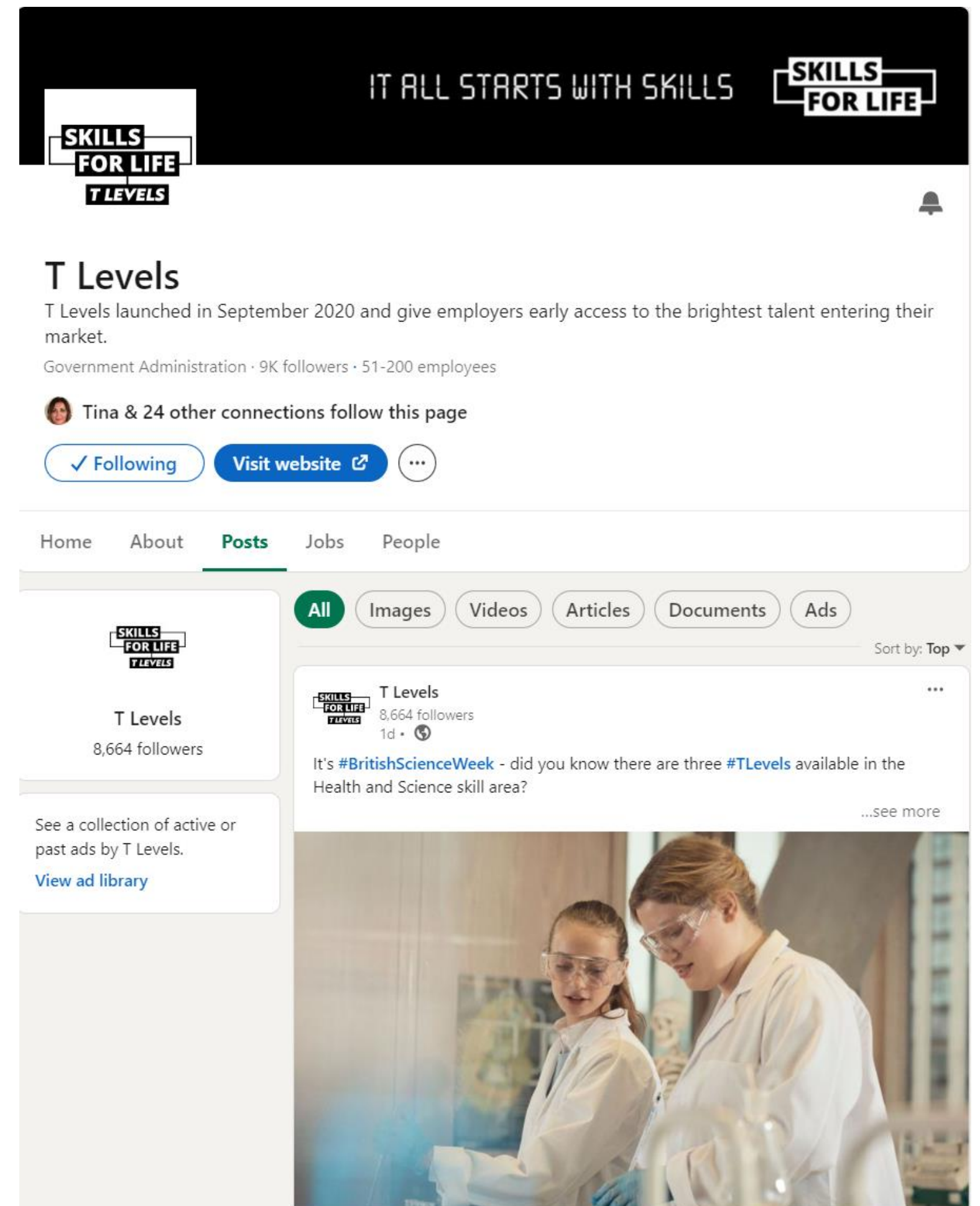
ACTIONS FOR AMBASSADORS

We want our T Level ambassadors to amplify our messages and to promote the benefits of T Levels to their employer networks.

Please could you:

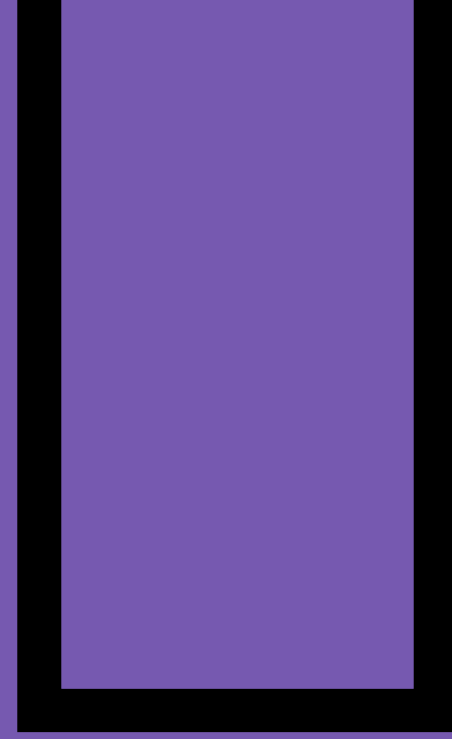
- Follow **@T Levels**
- Like, share and comment on our posts
- Tag us into your posts using @TLevels
- Share our posts among your employer networks
- Encourage your employer networks to follow our channel/s
- Fill out the **online employer case study form** so we can share your positive T Level stories on our social channels and webpages
- Share the **online employer case study form** link among your employer networks and encourage them to complete it.

TL

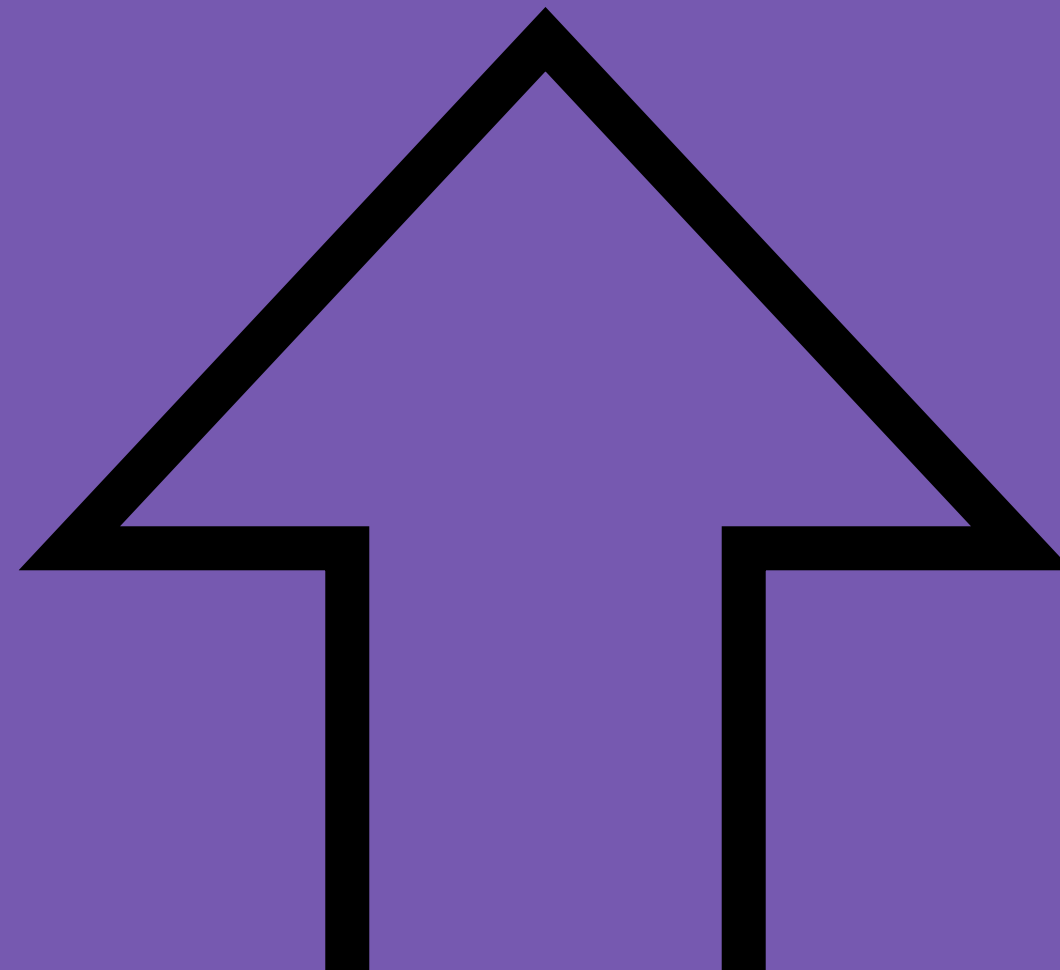


YOUR TURN...

- 1. PROMOTE THE T LEVEL CONFERENCE:** Write a social media post about the conference to post now or later today
- 2. WRITE YOUR GOLDEN CIRCLE STATEMENT:** why do you do what you do?
- 3. NETWORK:** Connect with your T Level ambassador associates who are in this workshop via LinkedIn



THANK YOU

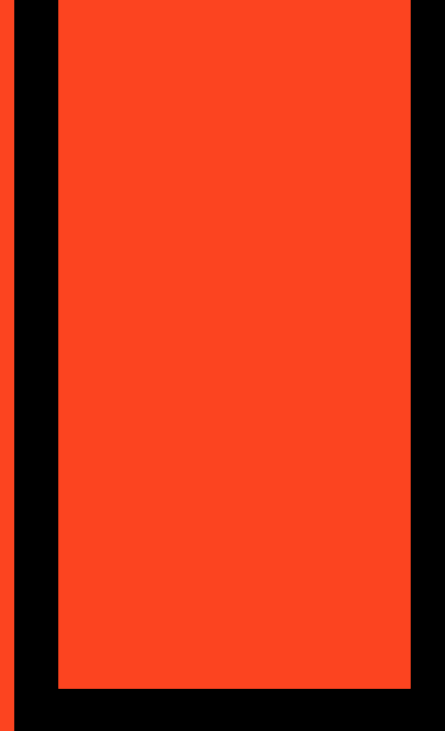
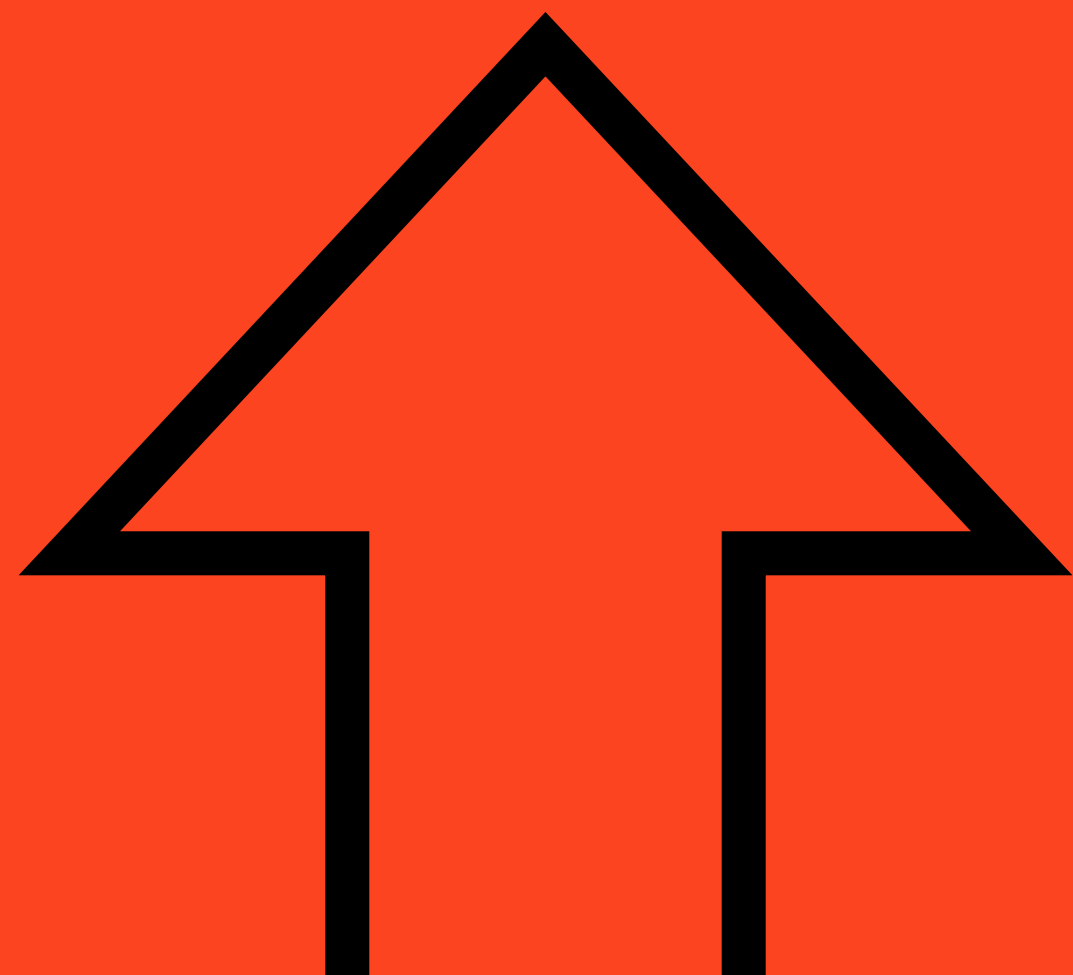


TL



HM Government

TL



HM Government