***SOCIAL MEDIA CONTENT TO GET YOU STARTED***

Using your organisation’s social media platforms (and personal profile on LinkedIn) is a great way to identify, connect with and engage employers.

Create engaging content about your T Level programmes, including success stories from previous placements, testimonials from students and employers, and information about the benefits of partnering with the college for industry placements.

Top Tip 1: On your social media posts always include a call to action!

Top Tip 2: You can add hashtags to your posts. You might want to include hashtags that your own organisation uses and/or some of the below at the appropriate times/dates:

#TLevels

#TLevelPlacements

#TLevelThursday

#TLevelsWeek

#TLevelEmployers

#TechnicalEducation

#CSR

#WorkBasedLearning

#CareersDevelopment

Content shared can also link to a particular moment with a hashtag, which will extend the reach and visibility of your content.

Top tip 3: You can also try using emojis to draw attention to your posts of encourage employers to keep reading. Here are some emojis that you might choose to use:

👨‍🎓 👩‍🎓 👥 🤝 🥇 🎉🚀⬆️🛠️🏅⚙️📈

Also try industry-specific emojis as they can be great when promoting to a particular sector.

Top tip 4: On LinkedIn you can also use '@tlevels’ on your post to draw the DfE T Level team’s attention to your post.

***EXAMPLE SOCIAL MEDIA CONTENT***

On the following pages we have provided you with some example content which you can use to get you started. There are two types of content we are providing:

* those with ***purple headings*** provide key DfE factual information about T Levels and Industry placements. You should replace this content with your own school or college specific content where you have it, but they can be used without your own content.
* those with ***orange headings*** are specific to you and your offer. You should only use these if you have a link that you can signpost employers to.

1. ***WHAT ARE INDUSTRY PLACEMENTS***

🎉 **T Levels: a win-win for employers and students** 🤝

Did you know <training provider> is now delivering T Levels in <sector>?

#TLevels are new courses that have been designed by employers to give young people the skills they need to transition into the workplace more successfully.

To find out more about T Levels and how you can get involved as a business watch this video: <https://youtu.be/PTc5pxcHMUY> (or replace with own link)

*\*\*Alternative links:* [*https://employers.tlevels.gov.uk/hc/en-gb/articles/4403450115474-What-are-T-Levels*](https://employers.tlevels.gov.uk/hc/en-gb/articles/4403450115474-What-are-T-Levels)

1. ***INDUSTRY PLACEMENT CASE STUDIES***

🛠️ **<Employer> gives work to <training provider> T Level students!** 👩‍🎓

<Employer> has been providing industry placements to <number> students from <training provider> as part of their #TLevel course. They see industry placements as a great way to introduce young people to their early careers vacancies.

Watch the case study to learn more! <link to your case study>

*\*\*\*Alternative links:* [*https://employers.tlevels.gov.uk/hc/en-gb/categories/4403442822802-Skill-areas-and-courses*](https://employers.tlevels.gov.uk/hc/en-gb/categories/4403442822802-Skill-areas-and-courses) *Click on each skills area to see a video case study. Right click on the video and select ‘copy video URL’. You can then paste that link into a social media post to allow people to click directly on the video.*

1. ***BUSINESS BENEFITS OF INDUSTRY PLACEMENTS***

🚀 **Boost your business and prepare for the future with T Level industry placements! 📈**

From an extra pair of hands in the short-term to providing a continuous talent pipeline over the long-term… Employers hosting <training provider> #TLevel students, as part of an industry placement, report loads of business benefits.

To find out how your business might benefit visit: <https://employers.tlevels.gov.uk/hc/en-gb/articles/4403442965266-Exploring-the-benefits-and-costs-of-an-industry-placement> (or replace with own link)

1. ***EMPLOYER ENGAGEMENT EVENT:***

**📞 Calling employers: join us on <date> to learn more about T Levels! 📅**

<training provider> is hosting an event for local businesses to visit the school/college and learn more about #TLevels and industry placements on <date> between <start time> and <end time>.

Come along to see the facilities, meet some of our T Level students and hear how you can get involved with shaping young people’s learning and your future workforce.

<Link to your event/booking form>

1. ***PLANNING TO HOST INDUSTRY PLACEMENTS***

**🤔 Are you ready to host T Level students for industry placements?** 👨‍🎓

More and more employers are offering industry placements to <training provider> #TLevel students. That’s why we thought we’d signpost you to some top tips to help employers plan for industry placements. The link below helps you consider student selection, the tasks and projects you could offer, plus your role and responsibilities as an employer.

To find out more visit:

<https://employers.tlevels.gov.uk/hc/en-gb/categories/4403450040850-Plan-industry-placements> (or replace with own link)

1. ***OTHER WAYS TO GET INVOLVED***

👥 **Want to support our students and teachers better understand your industry? 🏢**

Did you know <training provider> is always on the lookout for employers willing and able to help us shape the learning for our #TLevel students, so it’s relevant to local business needs.

Your company could offer work taster activities to our students or even run a masterclass to our teaching staff on the latest tools and techniques being used in your industry.

Find out more about work taster activities here: <https://employers.tlevels.gov.uk/hc/en-gb/articles/5932387547282-Work-taster-activities> (or replace with own link)

1. ***SHARED PLACEMENTS***

**⁉️ Interested in offering T Level industry placements, but can’t commit to 45 days? A split placement could be the solution!** 🤝

Did you know #TLevel students can work across two different organisations to get the industry placement hours? This means, if you want to contribute to a young person’s learning, but can’t commit to 45+ days, we’d still love to hear from you.

You can find out more about split placements here: <https://employers.tlevels.gov.uk/hc/en-gb/articles/4412448494866-Hosting-an-industry-placement-with-another-employer> (or replace with own link)

1. ***EMPLOYER SETUP VISIT***

**👍It was great to visit <contact name> at <business name> today and talk to them about T Level industry placements and work taster activities. 👩‍💻**

Hearing how keen they were to support young people learn and prepare for work in the <sector> industry was amazing. Really looking forward to carrying on the conversation.

<photo of you and them>

*\*\*\*Could also link to industry placement webpage as the first comment.*

1. ***ON PLACEMENT STUDENT VISIT***

**What a great visit to <business name> today to see some of our students at work, as part of their T Level industry placement.**

<Contact name> told me <the students are doing great; they are all really keen to learn and are fitting in well/similar positive comment from visit>.

<Photo of you, contact and students – with consent>

1. ***INDIVIDUAL STUDENT FEEDBACK***

**✍️ Our T Level student <name>/One of our T Level students has just received amazing feedback from <employer>/an employer where they have been on placement. 🎇**

The feedback said: “<Name> has been great, they’ve really understood our business, have been keen to learn and provided much needed support in the workshop. Although they are moving on to higher education, we will keep in touch and see if there is a role for them here in the future.”

If you’re an employer that is interested in finding out more about #TLevel industry placements, please get in touch with me via: <email/phone>

<Photo of student (with consent) where possible>

1. ***CELERATING SUCCESS***

🎉 **Congratulations to the T Level students at <training provider> who received their results today!** 🥇

We are so proud of your achievements and hard work. A big thank you to the employers who offered them industry placements and helped them gain real-world experience in <sector>. If you want to support local young people by offering industry placements to the next cohort of #TLevel students, visit <link> to find out how.

You can also read about the stories of young people gaining experience in the workplace here: <link to case studies>

<celebration photo>