



# Doncaster Careers Week 2021

## 8-12 March 2021

Communications pack

#DNCareersWeek21



## Introduction

Thank you for your encouraging your school and students to participate in Doncaster Careers Week. This communications pack includes provide you with all the assets you need to shout about your involvement with pride and raise awareness of the crucial careers education you're providing.

Doncaster Careers Week is packed with a variety of activities to raise awareness and aspirations in Doncaster. Activities range from CV and skills-building workshops to the borough's flagship careers event, Opportunities Doncaster LIVE.

Thank you for getting involved in the week! We look forward to working with you.

## About Doncaster Careers Week

Doncaster Careers Week is dedicated to providing careers information, advice and guidance on a national level whilst highlighting the variety of career pathways that exist within Doncaster and the local areas.

Throughout the week, your school can use resources and information from Opportunities Doncaster to offer your students advice and information on current career opportunities and pathways in Doncaster.

## Official accounts

Twitter

@opportunitiesDN

Facebook

@opportunitiesDN

LinkedIn

Opportunities  
Doncaster

Instagram

@opportunitiesdn

YouTube

Opportunities  
Doncaster

## Social assets

The following slides provide some suggested social media content to communicate your involvement in Doncaster Careers Week through your school's social media accounts. You are more than welcome to amend the messages where necessary to fit with your school's ethos, visions and values.

### Official hashtag

Please use #DNCareersWeek21 in your social media activity and tag the relevant Opportunities Doncaster platform to help us build momentum and spread the word.

**Thanks to your efforts in 2020, we had over 1 million impressions on Twitter during the week.**

## Content calendar

### In the weeks leading up to Doncaster Careers Week

- Promote the week (8-12 March 2021)

### During the week

- Promote possible opportunities, career journeys, stories and discussion
- Promote in-school careers activities, lessons and webinars taking place
- Promote your Doncaster Innovation Challenge entries
- Promote your school's attendance at Opportunities Doncaster LIVE, employer encounter events and other external careers events
- Engage with your partner businesses

## Content calendar

### After the week

- Reflect on the week
- Share your good news stories
- Share case studies from students, careers leads and parents
- Promote Doncaster Careers Week 2022

## Social media best practice: Twitter

Twitter is the main source of our social media activity in the build up to, during and after the week. We will endeavour to engage and RT as much of your content as possible when we are tagged in your posts and the official hashtag **#DNCareersWeek21** is used.

### Good rules of thumb

- Include images where possible for maximum engagement
- Use relevant hashtags to reach a wider audience
- Tag Opportunities Doncaster and partner businesses involved in your career activities throughout the week



## Social assets, email signatures and digital signage

You can find social media assets, email signatures and digital signage to display around your school grounds to download on the Doncaster Chamber website, under the 'resources' section.

[doncaster-chamber.co.uk/opportunities-doncaster/resources](https://doncaster-chamber.co.uk/opportunities-doncaster/resources)

## Example copy

Use the following copy to inform your social media, website and newsletters. You are welcome to adapt to include the specific activities that your students are taking part in:

We're proud supporters of Doncaster Careers Week. Taking place between 8-12 March 2021, the week will be packed full of activity to promote career pathways and opportunities in Doncaster.

If you would like to find out more about Doncaster Careers Week, visit [www.doncaster-chamber.co.uk/opportunities-doncaster](http://www.doncaster-chamber.co.uk/opportunities-doncaster)



## Contact us

We're here to help with any questions you have about communications and your involvement in Doncaster Careers Week.

Please contact a member of our Marketing and Communications team on:  
**info@opportunitiesdoncaster.co.uk** or call **01302 640123**.

#DNCareersWeek21

