The BIG Assembly 4.3.2019

BIG ASSEMBLY 2019

BLAZE A TRAIL

SOCIAL MEDIA TOOLKIT

Be part of the UK's biggest Careers & Apprenticeships online presentation.

#BIGASSEMBLY19

www.bigassembly.org

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Be part of the UK's biggest Careers & Apprenticeships online

GET INVOLVED

Brought to you during National Apprenticeship Week, the Big Assembly 2019 will attempt to beat last year's record of 30,000 people being online all at the same time for careers advice and guidance. This, year, the apprentices will be taking over the live stream, telling viewers about the application process, what life as an apprentice is like and what your career could hold for you at the end of the apprenticeship. The hosts will also be inviting questions throughout this interactive broadcast for the apprentices to answer.

Schools, young people, parents, careers advisors and employers from across the nation are invited at 10.30, on 4 March 2019 to take part in 'The Big Assembly'. A live video stream to thousands across the UK wanting to find out more about apprenticeships and career options post 16.

SUGGESTED TWEETS

What's #BigAssembly19 all about? It's the biggest careers webinar for everyone. Join @bigassembly on 4th March! #Savethedate www. bigassembly.org

Do you have questions to ask at the #BigAssembly19? Tell us @BigAssembly using the hashtag #ASKanapprentice

#BigAssembly is a day for everyone, anywhere, to learn about apprenticeships! #Savethedate for the 4th March. Register now: www. bigassembly.org

@BigAssembly are preparing for the biggest career's webinar. Be a part of it! www.bigassembly.org

Find out about the future your child could have as an apprentice. #BigAssembly19

Teachers; log on to @ BigAssembly to find out about apprenticeships and how this could positively affect your students future. #BigAssembly19

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work pays
small change
big difference

GetMyFirstJob
Where it all starts

East Midlands
Apprenticeships
Ambassador Network

Learn Live

KEY TWITTER TERMS

Tweet: A 280-character message.

Retweet (RT): Re-sharing or giving credit to someone else's tweet.

Feed: The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

Twitter Handle: Your username.

Mention (@): A way to reference another user by his username in a tweet (e.g. @ bigassembly). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

Direct Message (DM): A private message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following.
You may only DM a user who follows you.

Hashtag (#): A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #bigassembly). A hashtag is a tool that will allow others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

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HOW TO BE AN EFFECTIVE TWITTER USER

- Say what you think or are doing.

- Keep Tweets longer than a word long.

- Listen to your Twitter following.

- Respond to Twitter followers when you can add value to the conversation.

- Tweet at least once a day.

- Fill in your profile and biography so that new people know why they should follow you.

- Use your own picture as a profile photo.

- Whenever you're tweeting or referencing another Twitter user, use their name with an @ sign in the front so that you can mentioned them and other users can see who you're talking about.

- Use hashtags to give context to updates that may not make sense otherwise.

HOW NOT TO BE AN EFFECTIVE TWITTER USER

 - When you sign up, before you start tweeting regularly, don't follow hundreds of people. Following someone and they look at your profile to see if you're worth following back and they see you've tweeted a couple of times they may think you're just a spam account.

- Build your following slowly. Follow people who you know. As you start tweeting regularly, follow more people based on your interests or sector you work in.

- Don't share information that you might regret making public.

- Don't send an update when a direct message is more appropriate.

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