

Choose College

VIRTUAL SHOWCASE

Toolkit Guide



Thank you for signing up to be part of the first sector wide virtual event showcasing what our colleges have to offer and why they are a great place to study.

Sponsored promotion through CDN's platform has been planned, however we need your help to spread the word and make the event a huge success.

We've put together a toolkit, packed with social media assets, email imagery, web content and templates that can be adapted to include your own college images and logo's.

The main sponsored posts will go live the week beginning the 26th April, covering a full month of pre-event advertising.

Read on to find a suggested campaign schedule following a similar format and content to that of Choose College.





Monday 26 April – organic and sponsored post

Video screenshot to be added

Join us for the first ever Choose College Virtual Showcase

19 Colleges from across Scotland under 1 virtual platform.

Take a tour of the College exhibition stands, find out more about: courses, levels of study, entry requirement and progression routes, and learn about college life.

So, whether you're a school leaver looking to choose a career, an adult returner choosing to advance your career through upskilling or choosing to retrain doing something you love, you'll find everything you need right here!

Wednesday 26 May

BOOK NOW! - <https://bit.ly/3uXgU5p>

#ChooseCollege

Social media promotion

Suggested text and asset



Monday 26 April – add a Facebook event using FB Event Cover Photo and text below within description



Want to find out what Scotland's Colleges have to offer? Sign up to our Choose College Virtual Showcase .

The event will see 19 colleges from across Scotland come together to showcase all that college has to offer. Whether you are thinking of upskilling, retraining, taking the first step in your career or trying something new, you might be surprised at the opportunities available right on your doorstep!

Attendees will get the chance to hear about some of the exciting opportunities colleges offer, the support services available and what college life is like at our seminar sessions. You can also browse our exhibition area and ask as many questions as you like at our virtual college stands.

WHEN IS IT?

Wednesday 26th May, 3-5pm & 7-9pm

Once registered, you can attend at any time across the two sessions. You can even choose to make the most of our exciting schedule of seminars and attend both!

WHO IS IT FOR?

Our Virtual Showcase is open to anyone interested in finding out more about college. This is not only a great opportunity for potential students, but is also an excellent way for parents, carers, teachers and careers advisors to find out all they need to know about life at college.

HOW DOES IT WORK?

The Virtual Showcase will be held online, allowing you to find out all you need to know about college without even leaving your house – all you need is a device and access to the internet. Whether you're joining from a mobile phone or a PC, you'll get the full Virtual Showcase experience.

The event is free and there is no time limit on how long you can stay or how many times you can come in and out.

Before the event, we will send out a joining link with some instructions on how to access the event. We even give you access early so you can make sure you know how it all works before the event kicks off.

Once inside the Virtual Showcase, you can move between our seminars and exhibition areas to find out more about courses, levels of study, progression routes, careers, apprenticeships and college life, including wellbeing, students' associations and support services.

Book Now - <https://bit.ly/3uXgU5p>

#ChooseCollege

Social media promotion

Suggested text and asset



Monday 26 April – Instagram & Facebook Stories and Twitter fleet



Add text to empty space, or use Instagram countdown feature and hashtag button

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Wednesday 26 May

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#ChooseCollege

Monday 26 April – Twitter and Facebook Profile Cover Photo Update



Social media promotion

Suggested text and asset



Monday 03 May



What industry will you choose to work in?

We can help you choose a course and level of study that's right for you and your ambitions.

You can find out more about progression routes and employment.

Book Now! <https://bit.ly/3uXgU5p>

#ChooseCollege #ChooseACareer

Social media promotion

Suggested text and asset



Monday 10 May



Are you looking for career progression?

Come along to our Choose College Virtual Showcase to find out more about the courses on offer and how you can gain the qualification you need to climb the professional ladder.

Book your place now! - <https://bit.ly/3uXgU5p>

#ChooseCollege #ChooseToUpskill

Social media promotion

Suggested text and asset



Monday 17 May



It's never too late to pursue a new career doing something you love!

Come along to the Choose College Virtual Showcase to find out more about the courses on offer and levels of study and progression routes.

Get help and advice on applications and find out more about what you can expect from college life.

Book your place -

<https://bit.ly/3uXgU5p>

#ChooseCollege #ChooseToRetrain

Social media promotion

Suggested text and asset



Countdown posts – 19 May, 24 May, 25 May



You hold the key to your future!

Come along to **[next week's]** **[Wednesday's]** **[tomorrow's]** event and find out how you can start your journey to a successful career, doing something you love!

Book Now! – <https://bit.ly/3uXgU5p>

#ChooseCollege

Wednesday 26 May



The wait is over!

We're all set and ready to deliver an inspiring event which will equip with you with the information you need to Choose College.

#ChooseCollege



You're not limited to the posts suggested. Feel free to post as frequently as you'd like using additional social media assets in our toolkit, or create your own using the templates provided.



Schools E-invite

Suggested text and assets



Join us for the first ever Choose College Virtual Showcase!

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The first of its kind, this sector wide, Choose College Virtual event will see 19 colleges from across Scotland come together to showcase all that college has to offer.

Designed to inspire and engage, the event will provide prospective students with an opportunity to hear from keynote speakers, visit college exhibition stands to learn more on: courses, levels of study, progression routes, careers, apprenticeships and college life including wellbeing and services to assist their learning.

With the current restrictions in place and all physical school career events on hold this is an excellent opportunity for students, parents, carers and teachers to find out everything they need to know about studying at college.

Click here to find out more about the colleges, organisations and keynote speakers participating.

BOOK NOW!

Should you have any questions please contact **enter College contact**

We look forward to welcoming you!

#ChooseCollege

Areas highlighted in red require a hyperlink to be added linking to the event sign up: <https://bit.ly/3uXgU5p>

OR email address

OR link to hashtag : https://twitter.com/search?q=%23ChooseCollege&src=typeahead_click





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