



# SOCIAL MEDIA TOOLKIT

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

[www.bigassembly.org](http://www.bigassembly.org)



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Get involved:

Brought to you during National Apprenticeship Week and on International Women's day, the second Big Assembly will attempt to beat last year's record of 10,000 people being online all at the same time for careers advice and guidance. This year we're focusing on diversity and social mobility, you'll hear from Apprentices and employers who'll be sharing their stories and inviting questions from a live and virtual audience through this interactive broadcast.

Schools, young people, parents, careers advisors and employers from across the nation are invited at 10.30, on 8 March 2018 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 #BigAssembly all about? It's the biggest careers webinar for everyone. Join @bigassembly on 8th March! #Savethedate www.bigassembly.org***

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

***#BigAssembly is a day for everyone, anywhere, to learn about careers & apprenticeships! #Savethedate for the 8th March. Register now: www.bigassembly.org***

***The #bigassembly is almost here! TELL US @BigAssembly: Where you are going to be watching from?***

***@BigAssembly are preparing for the biggest careers webinar. Be a part of it! www.bigassembly.org***

***Happy #BigAssembly day! Time to celebrate by watching the biggest careers assembly: www.bigassembly.org***

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## Join the Thunderclap

Thunderclap is the first-ever crowd speaking platform that helps people be heard by saying something together. It allows a single message to be mass-shared, so it rises above the noise of your social networks. By boosting the signal at the same time, the Big Assembly is even more likely to be heard & be even bigger!

By joining the Big Assembly Thunderclap, a message will be shared to your followers at the same time about the careers webinar. Want to get involved? Follow the link below & support it with your Twitter account.

### Big Assembly 2018

by Big Assembly category: Education

**"Take part in The Big Assembly - UK's BIGGEST live apprenticeship & careers event #NAW2018 #ASKanApprentice #10kTalks <http://thndr.me/pfHw4c>"**

 **Big Assembly** FOLLOW THIS ORGANIZER EMBED </>

**SUPPORTERS**  
**3 of 100**  
3% of goal supported

**SOCIAL REACH**  
**10,322**  
People

**TIME LEFT**  
**about 1 month**  
Ends Mar 01, 11:00 AM GMT

Or follow the link below

<https://www.thunderclap.it/projects/66939-big-assembly-2018>

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## Key Twitter Terms:

**Tweet:** A 140-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, 140-character 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.
- Don't think that Twitter success has anything to do with your follower count.

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