**Template social media posts – secondary schools**

**To include in all posts**

Please make sure you include the following hashtag and link in ALL posts (they are included in the template posts below):

* [#StepIntoTheNHS](https://twitter.com/hashtag/stepintothenhs?lang=en)
* <https://www.stepintothenhs.nhs.uk/secondary-schools>

Don’t forget to @mention any organisations you work with that may be able to retweet or are able to pass the message onto schools.

We have lots of images available in the resources folder for you to use.

**Get started by sharing the introductory video**

Just click on the following links: [Twitter](https://twitter.com/intent/tweet?url=https://www.youtube.com/watch?v=RPqil65j7hY&text=Step%20into%20the%20NHS%20secondary%20schools%27%20competition%20animation&via=YouTube&related=YouTube,YouTubeTrends,YTCreators) or [Facebook](https://www.facebook.com/dialog/share?app_id=87741124305&href=https://www.youtube.com/watch?v=RPqil65j7hY%26feature%3Dshare&display=popup) to quickly share our competition video, which introduces pupils to the competition.

**Template social media posts to use**

You are welcome to adapt the following posts or use them as they are. They have been segmented depending on your audience.

**Audience: careers advisers / school outreach**

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| The #StepIntoTheNHS competition has incredible new prizes. Tell all the teachers you know about this fantastic opportunity for KS3 students to explore over 350 NHS careers <https://www.stepintothenhs.nhs.uk/secondary-schools> |
| Do you work with secondary schools? Teachers can deliver NHS careers learning in one hour with the #StepIntoTheNHS one lesson launch <https://www.stepintothenhs.nhs.uk/secondary-schools#deliver> |
| This is a fantastic free resource for careers learning in schools. #StepIntoTheNHS introduces students to over 350 different NHS careers, and there is also an exciting competition with great prizes! <https://www.stepintothenhs.nhs.uk/secondary-schools> |
| The #StepIntoTheNHS free careers resources will help schools celebrate the NHS’ 75th birthday in 2023. There are fantastic prizes to be won! <https://www.stepintothenhs.nhs.uk/secondary-schools> |
| Do you work with young people aged 11-14? Enter the #StepIntoTheNHS competition with them to develop their job application skills and have the chance of winning great prizes! <https://www.stepintothenhs.nhs.uk/secondary-schools> |

**Audience: teachers**

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| Inspire some creativity in your class with the #StepIntoTheNHS KS3 careers competition. Enter using the new one lesson launch resource! <https://www.stepintothenhs.nhs.uk/secondary-schools> |
| Looking to inspire your students and work towards the Gatsby Benchmarks? Explore over 350 NHS careers with engaging and free #StepIntoTheNHS KS3 resources! <https://www.stepintothenhs.nhs.uk/secondary-schools> |
| Explore free, curriculum-linked careers resources for your KS3 students! With #StepIntoTheNHS, you can introduce your class to the breadth of over 350 roles available in the NHS. <https://www.stepintothenhs.nhs.uk/secondary-schools> |
| Discover the #StepIntoTheNHS schools’ competition and the breadth of roles available in the NHS! Learn how it can raise your students’ career aspirations and develop their job-seeking skills. <https://www.stepintothenhs.nhs.uk/secondary-schools/KS3-competition> |
| Are you a secondary school teacher? Ask your pupils to create a fun job advertisement for the NHS with these free and flexible KS3 resources as part of the #StepIntoTheNHS competition! <https://www.stepintothenhs.nhs.uk/secondary-schools/KS3-competition> |
| Do you teach in a secondary school and looking to inspire your pupils to reach their career goals? Access the free #StepIntoTheNHS competition resources and enter to do just that! <https://www.stepintothenhs.nhs.uk/secondary-schools> |

**Audience: parents**

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| Do you have children aged 11-14? Let their school know about the #StepIntoTheNHS competition so they can raise their career aspirations and be in with the chance of winning great prizes! <https://www.stepintothenhs.nhs.uk/secondary-schools> |
| Do you have children aged 11-14? Let their school know that they can celebrate the NHS’ 75th birthday by exploring over 350 careers and entering an exciting competition to win prizes! <https://www.stepintothenhs.nhs.uk/secondary-schools> |

**Other ideas for engagement**

Engaging with NHS staff online

To supplement these promotional posts, we encourage you to inspire some discussion with your social media audience about students and their career aspirations. Ask your audience some questions alongside the hashtag and link above:

* Did you want to work in the NHS when you were a secondary school student?
* How did you learn about careers when you were at school?
* Do you think there are more health careers today than when you were a student at school?

If you work in the NHS or know someone who does, you could share what your/their role is. Especially if the role is not as well-known or challenges gender stereotypes. Don’t forget to tag the competition with [#StepIntoTheNHS](https://twitter.com/hashtag/stepintothenhs?lang=en).