



Schools: Social Media and Communications Guide

We are so excited that you have joined The Brilliant Club and our community of more than 1,000 schools across the UK. Many of our schools like to publicise their partnership with us on social media, in the local newspaper and on their website so their communities, parents and prospective parents can learn more.

We have written this guide to make that as easy as possible. It includes template social media posts and a press release which can be personalised and published on your school website and / or sent to your local newspaper.

If you have any questions about the content of this guide, please speak to your Programme Officer in the first instance.

1. Social Media

In the graphics folder you can find a social media graphic which you can share on Twitter or Facebook. You are welcome to use the example copy below or write your own social media post. Our Twitter handle is @BrilliantClub. Please do tag us so we can share as many posts from our partner schools as possible!

Twitter

We are excited to be a Brilliant Club School, partnering with @BrilliantClub to run #TheScholarsProgramme with our Year X students. They will be studying [course theme or name] with their PhD tutor. Find out more here: <https://thebrilliantclub.org/the-scholars-programme/> #JoinTheClub

Facebook and LinkedIn

We are excited to be a Brilliant Club School, partnering with The Brilliant Club [do tag in @The Brilliant Club if you are on LinkedIn – we will always aim to engage with you] to run The Scholars Programme with our Key Stage X pupils. These students will be studying [course theme or name] with their PhD tutor. Find out more about how you can Join the Club here: <https://thebrilliantclub.org/the-scholars-programme/>

2. Website

Many schools like to mention that they are partnering with us on their school website. You are welcome to use the press release at the end of this document and we have also shared our logo in the graphics folder.

3. Local Media

The press release at the end of this document has been written so schools can share the success of their students with the local community when they have completed The Scholars Programme. In our experience, local newspapers are really receptive to good news stories from schools. Please see the list of top tips below for emailing the press release to your local newspaper or website:

- Firstly, work through the press release and personalise sections highlighted in yellow. Using quotes from students and teachers can help to bring the story to life.
- Local newspapers are more likely to cover a story if there is an accompanying image – the higher resolution the better. In the past, schools have used photos of students holding their certificates at graduation. Please ensure that you have the necessary permissions before sharing the image with the media outlet.
- It is best to email the press release to the local media outlet in the morning as newsdesks normally decide which stories to publish at a mid-morning meeting. You can paste the press release into the body of the email with a short cover letter above – please see an example below.

Send To Cc

Subject NEWS: Southdoor High School celebrates student success as Year 9 pupils graduate from national university access programme

Dear Jane,


I am a teacher at Southdoor High School in Oldham. Please see below for a press release celebrating the remarkable achievements of our Year 9 pupils who recently graduated from a national university access programme. The Scholars Programme saw them work with a PhD researcher to produce a final assignment examining whether fossils can predict the future.

Pupil quotes are included, and I have attached an image of the graduation ceremony too. If you have any questions please let me know.

Julie

NEWS RELEASE

Southdoor High School celebrates student success as Year 9 pupils graduate from national university access programme



- 12 pupils at Southdoor High School in Oldham have graduated from The Scholars Programme
- Pupils worked with a PhD researcher to produce a challenging university-level assignment exploring whether fossils can predict the future

[8th June 2021]: Southdoor High School is celebrating the success of 12 pupils as they graduate from The Scholars Programme, a national university access programme.

Year 9 pupils completed seven tutorials with a subject expert PhD researcher where they examined whether fossils can be used to predict the future. They then completed a challenging final assignment which was given a university-level grade.

The Scholars Programme, run by award-winning university access charity The Brilliant Club, helps pupils aged 8-18 develop the knowledge, skills and confidence to progress to the UK's most competitive universities and succeed once there.

Young people are challenged to think and work independently through seven tutorials organised by a PhD researcher and designed around their own unique area of postgraduate research. By bringing together two communities – PhD researchers and pupils – who might otherwise never interact with

- You can normally find the contact details of the local newspaper on its website under the 'Team' or 'Contact Us' section. Ideally, you should send the press release to the newsdesk, the editor, or the news editor.
- You might not get a response from the journalists but your story may be written up anyway. It could appear online, in print, or both so it's worth checking in the news for up to a week after you sent it.

NEWS RELEASE

[School name] celebrates [number of] Year [9] students as they graduate from unique university access programme

- Year [year group] students at [school name] in [town / area] have graduated from The Scholars Programme, run by education charity The Brilliant Club
- The hard-working students produced challenging university-style essays exploring [course title]

[Insert date]: [School name] is celebrating the success of [number] students as they graduate from The Scholars Programme, a national university access programme.

Year [year group] students at [school] were encouraged to think and work independently across seven tutorials with a subject expert PhD researcher. During the programme, they learnt about [course title / theme] and then completed a challenging final essay which was given a university-level grade.

The Scholars Programme, run by UK-wide university access charity The Brilliant Club, supports students aged 8-18 to develop the knowledge, skills and confidence needed to progress to the country's most competitive universities and succeed once there.

By bringing together two communities – PhD researchers and students – who might otherwise never interact with each other, young people can study innovative and inspiring topics that very few people have ever covered.

The Scholars Programme has enabled students at [school name] to learn beyond the core curriculum and helped them to develop key skills for university and later in life, such as critical thinking.

Beyond their graduation, these students have lots more to look forward to because the programme has proven impact on university progression rates. Students who complete The Scholars Programme, including those eligible for Pupil Premium, are **statistically significantly more likely to apply to a competitive university** than students from similar backgrounds. We also see that Scholars Programme graduates progress to a competitive university at a higher rate than similar students who did not take part in the programme*.

[Pupil first name] commented on their experience:

"School to insert pupil quote."

[Teacher name and title] from [school name] said:

"School to insert quote. This could cover: positive impact on pupil confidence / engagement / attainment. Increased pupil knowledge about university. Benefits of working with a PhD researcher."

Susie Whigham, Chief Programmes and Communities Officer at The Brilliant Club, congratulated the pupils on their achievements:

“Congratulations to these outstanding students as they graduate from The Scholars Programme. They join a community of over 90,000 young people who have taken part in The Brilliant Club since 2011.

“Completing their final assignments was no doubt challenging, but it has shown that these students have a passion for learning and the knowledge to produce university-style work already. I hope they use these new skills throughout their education and continue their fantastic work.”

ENDS

Notes to editors

[The Brilliant Club](#) is a UK-wide charity that mobilises the PhD community to support students who are less advantaged to access the most competitive universities and succeed when they get there.

For media enquiries related to The Brilliant Club, please contact:

Charlotte Hallahan, Senior Policy and Communications Officer

charlotte.hallahan@thebrilliantclub.org

For media enquiries related to images, pupil quotes, or the school, please contact: **[School to insert teacher contact details]**

* For further information about these findings, please [click here](#).