

## PROMOTING THE LONDON CAREERS FESTIVAL ACROSS YOUR SOCIAL MEDIA AND COMMUNICATION CHANNELS

**Social Media Assets** – (We are using the City of London social media channels to promote the event)

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- **Twitter:** @cityoflondon
- **Facebook:** @CityofLondonCorp
- **LinkedIn** - <https://www.linkedin.com/company/city-of-london>. If you search for @city-of-london within a post the organisation will come up!
  
- Please always include **#LondonCareersFestival** in posts

**Template post** - (Facebook, Twitter, LinkedIn etc)

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*We are excited to support #LondonCareersFestival which will look to empower pupils with their skills and career choices. The festival is taking place between 29 June-3 July 2020 and is for primary, secondary and post 16 pupils. Register now at [www.londoncareersfestival.org.uk](http://www.londoncareersfestival.org.uk)*

**Images, graphics and logo** – (attached to email)

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**Good to know**

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We will be posting on our channels every Thursday. Where possible, we would recommend you do this too. If this is not possible then do please share this on your channel at a date and time that is appropriate for you.

**Blurb for Newsletter, Website Articles, etc**

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*(You can use the following blurb to share information about the festival via newsletter, email, your website, etc)*

The **virtual London Careers Festival** will be hosted by the City of London Corporation between the **29th June – 3rd July 2020** for **primary, secondary and post 16 pupils**. The event is designed to **connect students with the world of work and skill building opportunities**, so not only are they introduced to the diverse array of opportunities offered across Greater London and beyond, but to fuel their imaginations and help inform and shape their futures.

The festival will look to offer webinars, workshops and easily accessible resources to support pupils to **explore a wide range of skills and career related opportunities** as well as help schools to meet their **Gatsby benchmarks**. Over **120 organisations and 5000 students** attended the event in 2019 which took place at the Guildhall and the plan for virtual 2020 event is bigger!

For more information and to register, visit [www.londoncareersfestival.org.uk](http://www.londoncareersfestival.org.uk) now or email the London Careers Festival team at [lcf@cityoflondon.gov.uk](mailto:lcf@cityoflondon.gov.uk).

