**Template social media posts – primary 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/primary-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/i/flow/login?redirect_after_login=%2Fintent%2Ftweet%3Furl%3Dhttps%253A%2F%2Fyoutu.be%2FJdbXoZBB4YY%253Ffeature%253Dshared%26text%3DStep%2520into%2520the%2520NHS%2520primary%2520schools%2527%2520competition%2520animation%26via%3DYouTube%26related%3DYouTube%2CYouTubeTrends%2CYTCreators) (X) or [Facebook](https://www.facebook.com/dialog/share?app_id=87741124305&href=https%3A%2F%2Fyoutube.com%2Fwatch%3Fv%3DJdbXoZBB4YY%26feature%3Dshared&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 KS2 pupils to explore over 350 NHS careers <https://www.stepintothenhs.nhs.uk/primary-schools> |
| Do you work with primary schools? Teachers can deliver NHS careers learning and bust gender stereotypes in one hour with the #StepIntoTheNHS one lesson launch <https://www.stepintothenhs.nhs.uk/primary-schools#deliver> |
| This is a fantastic free resource for careers learning in schools. #StepIntoTheNHS introduces pupils to over 350 different NHS careers, and there is also an exciting competition with great prizes! <https://www.stepintothenhs.nhs.uk/primary-schools> |
| The #StepIntoTheNHS free careers resources raise pupil’s career aspirations. There are fantastic prizes to be won! <https://www.stepintothenhs.nhs.uk/primary-schools> |
| Do you work with children aged 7-11? Enter the #StepIntoTheNHS competition with them to raise their career aspirations and have the chance of winning great prizes! <https://www.stepintothenhs.nhs.uk/primary-schools> |

**Audience: teachers**

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| There are incredible new prizes up for grabs when entering the #StepIntoTheNHS careers competition – will your KS2 pupils have their creations displayed in public? <https://www.stepintothenhs.nhs.uk/primary-schools> |
| Looking to inspire your pupils and challenge gender stereotypes? Explore over 350 NHS careers available with engaging and free #StepIntoTheNHS resources. <https://www.stepintothenhs.nhs.uk/primary-schools> |
| Are you looking to inspire your pupils to reach their career goals in just one lesson? Then check out our new one lesson launch resource this year! #StepIntoTheNHS <https://www.stepintothenhs.nhs.uk/primary-schools> |
| Are you a primary school teacher? Raise your pupils’ career aspirations by entering the #StepIntoTheNHS careers competition <https://www.stepintothenhs.nhs.uk/primary-schools> |
| Looking for careers-related teaching resources that align with the KS2 curriculum and DfE’s careers strategy? Inspire your pupils with the #StepIntoTheNHS primary school competition and raise their aspirations! <https://www.stepintothenhs.nhs.uk/primary-schools> |
| Explore free careers resources for your KS2 pupils! With #StepIntoTheNHS, you can introduce your pupils to the breadth of over 350 roles available in the NHS. <https://www.stepintothenhs.nhs.uk/primary-schools> |

**Audience: parents**

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| Do you have children aged 7-11? 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/primary-schools/](https://www.stepintothenhs.nhs.uk/primary-schools/KS2-competition) |
| Do you have children aged 7-11? Let their school know that they can explore over 350 careers and enter an exciting competition to win prizes! [https://www.stepintothenhs.nhs.uk/primary-schools/](https://www.stepintothenhs.nhs.uk/primary-schools/KS2-competition) |

**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 pupils 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 primary school pupil?
* 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 pupil 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 with [#StepIntoTheNHS](https://twitter.com/hashtag/stepintothenhs?lang=en).