

#WAHED2019 Social Media Pack

Tips for an effective social
media campaign

World Access
to Higher
Education Day

Background

World Access to Higher Education Day (WAHED) will hold 26th November 2019. The aim of WAHED is to create a platform which raises global awareness around inequalities in access to higher education (HE) and act as a catalyst for international, regional and local action. In the era of the 4th industrial revolution access to skills and knowledge has never been more important, but in every country in the world where we have evidence (over 90%) inequalities in access by social background exist.

The initiative is being led by the National Education Opportunities Network (NEON) in the UK which is a non-profit organisation leading on equitable access to HE work in the UK. For further background on WAHED and the organisations that are supporting the initiative please go to www.worldaccesshe.com.

On the 26th November 2019, a series of WAHED-branded events and activities will take place across the world.

We would like as many countries as possible to be engaged in WAHED as possible on the 26th November to create a global conversation on this issue on the day.

Who can get involved?

Organisations and individuals from across the world who share a commitment to addressing inequalities in access to HE including:

- Higher Education providers and universities
- Schools and colleges
- Research institutes
- NGOs working on education and on inequality
- Networks of education providers
- Employers and foundations
- Students and student groups

How to get involved?

There are multiple ways to engage with WAHED. They include:

- Register as a supporter of WAHED.
- Organise a seminar with policymakers looking at the key issues associated with equitable access to HE.
- Organise an activity aimed to increase the understanding of HE amongst groups of learners from low participation groups.
- Produce a blog and release it on the 26th November which outlines the challenges in making access to higher education more equal in your country and how they can be addressed.
- Writing to policymakers
- Make a pledge on how your organisation is going to make access and participation in HE more equitable
- Finding a WAHED partner that can strengthen the work with your students
- Becoming a premium WAHED supporter

Supporting WAHED on social media

A key part of WAHED will be mobilizing organisations to contribute to an effective social media based awareness raising campaign. The main social media we use is twitter, but please feel free to post on other social media platforms as well. Below are suggested ways in which you can engage with WAHED through social media posts before and on the 26th November 2019.

Post about:

- A tweet about why your organisation is supporting WAHED 2019
- Why you believe in addressing access
- How your organisation supports access and what it does
- Calls for action for policymakers and educational providers
- Follow the hashtag
- Link to our new research

Ready-Made Messages

Why equitable access to HE matters

- In over 90% of countries participation in #highereducation is unequal. XXXXXXXXXX (insert name of organisation) supports World Access to Higher Education Day #WAHED2019
- Across 76 of the lowest income countries the poorest people are 20 times less likely to complete a #highereducation course than the richest. XXXXXXXXXX (insert name of organisation) supports World Access to Higher Education Day #WAHED2019
- UNESCO SDG 4: equal access for all women and men to affordable and quality technical, vocational and higher education, including university (insert name of organisation) supports World Access to Higher Education Day #WAHED2019

Inspire action

We/I call on all governments to publish who is, and who is not, accessing #highereducation by social background #WAHED2019

We/I call on all governments to set targets for access to #highereducation for under-represented and marginalised groups #WAHED2019

We/I call on all governments to produce strategies that guarantee access to #highereducation for under-represented and marginalised groups #WAHED2019

We/I call on all #highereducation providers to make access to #highereducation for under-represented and marginalised groups part of their vision and mission #WAHED2019

We/I call on all governments and #highereducation providers to invest in programmes to ensure all learners successfully complete #highereducation #WAHED2019

We/I call on all governments to concentrate public financial aid on disadvantaged student groups #WAHED2019

Highlight best practice

- Tweet about initiatives to widen access using the hashtag #WAHED2019
- Tweet about activities that you are running to widen access on or around 26th November using the hashtag #WAHED2019
- Tweet about the steps you are taking to widen access and strive for equality using the hashtag #WAHED2019

Student Stories

- Tweet out case studies of students from under-represented groups using the hashtag #WAHED2019
- Tweet out case studies of graduates from under-represented groups using the hashtag #WAHED2019

If you have questions about engaging with World Access to Higher Education Day through social media please contact Martin Webster on martin.webster@londonhigher.ac.uk

World Access to Higher Education Day is an initiative led by the National Education Opportunities Network (NEON) in the UK.

To find out more about NEON go to www.educationopportunities.co.uk