

#WAHED2019 Social Media Pack

Tips for an effective social
media campaign

World Access
to Higher
Education Day

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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.

The theme of this year's WAHED will be **Advocating for Equity**. We want to focus on encouraging governments, universities and others to make meaningful commitments that will lead to greater equity in access and participation in higher education.

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:

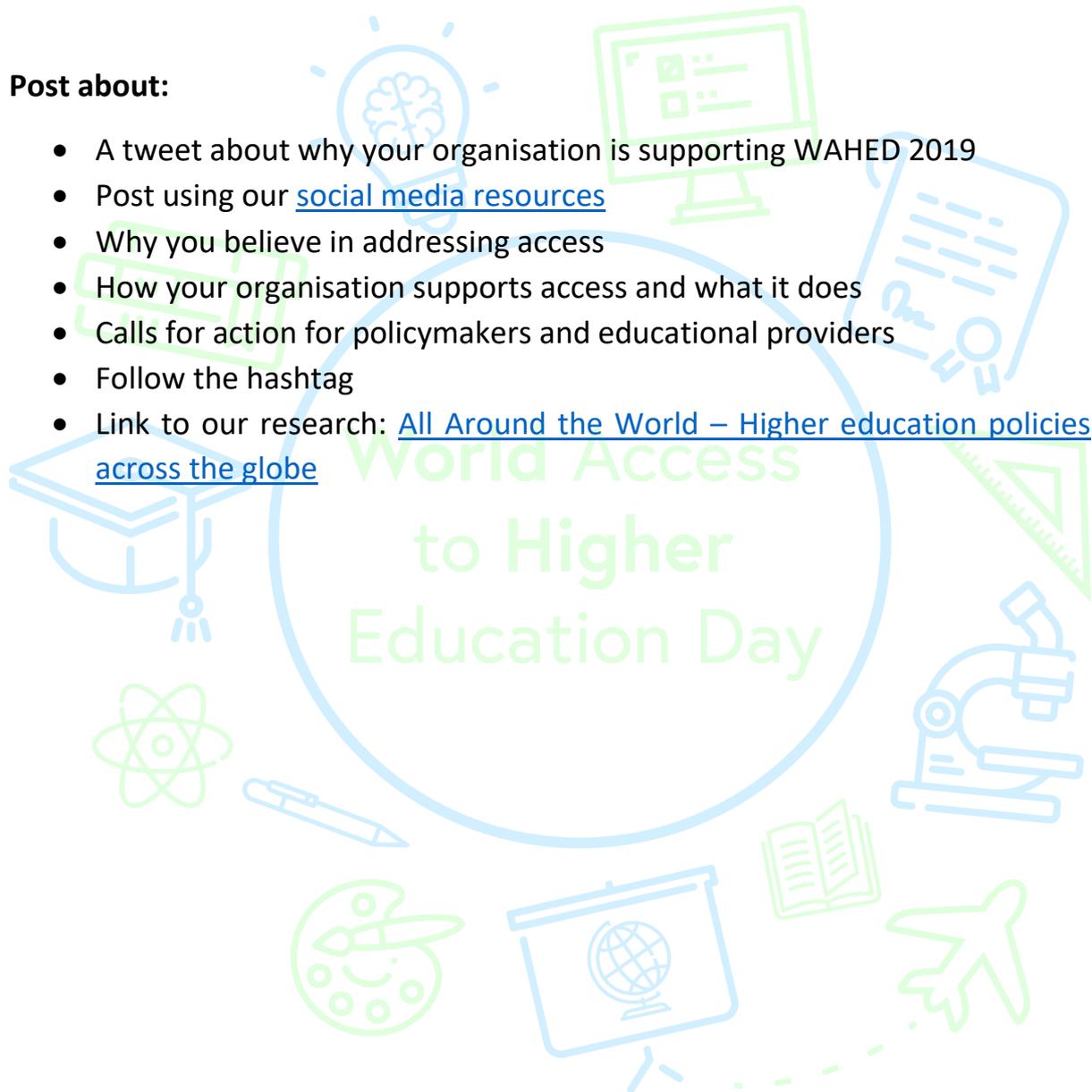
- [Register as a supporter](#) of WAHED.
- Organise a seminar with policymakers looking at the key issues associated with equitable access to HE.
- Organise an activity aimed to increase the understanding of HE amongst groups of learners from low participation groups.
- Produce a blog and release it 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:

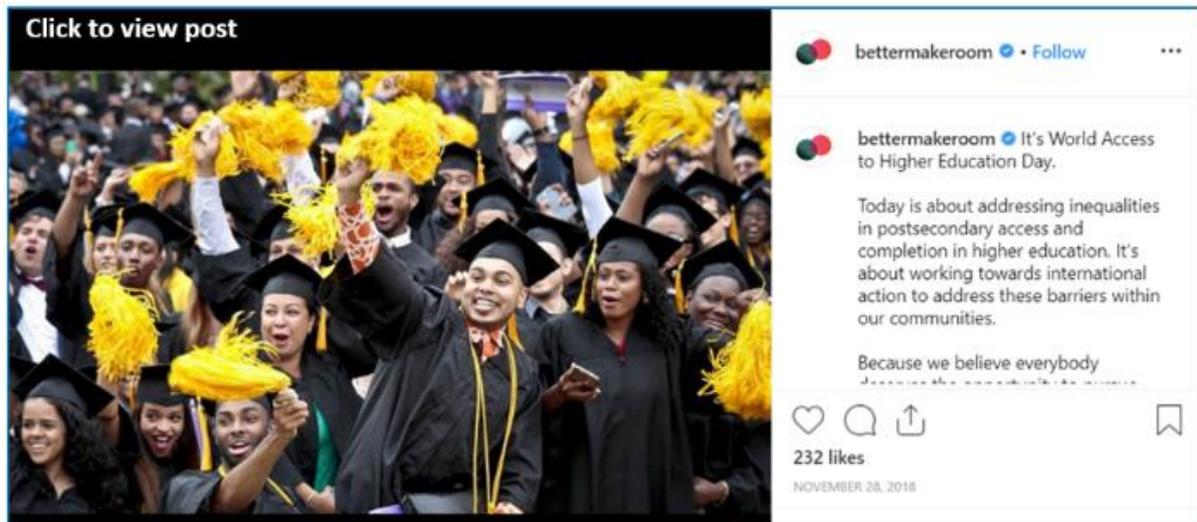
- A tweet about why your organisation is supporting WAHED 2019
- Post using our [social media resources](#)
- Why you believe in addressing access
- How your organisation supports access and what it does
- Calls for action for policymakers and educational providers
- Follow the hashtag
- Link to our research: [All Around the World – Higher education policies across the globe](#)



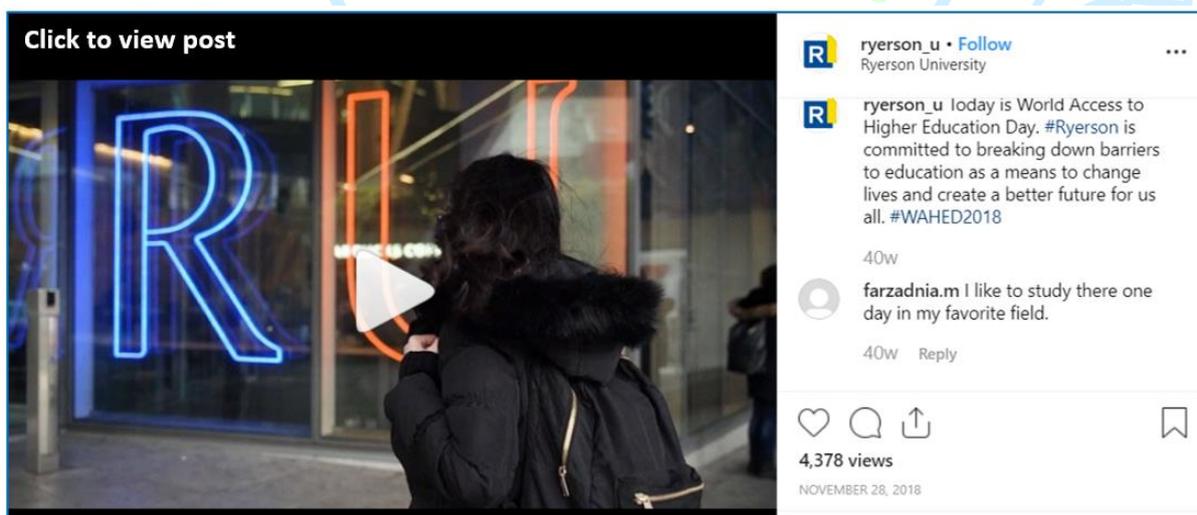
Examples of Social Media Engagement

Some examples of how organisations used social media last year can be seen below:

Instagram



“It’s World Access to Higher Education Day. Today is about addressing inequalities in postsecondary access and completion in higher education. It’s about working towards international action to address these barriers within our communities. Because we believe everybody deserves the opportunity to pursue and complete higher education. Tell us why pursuing higher education is important to you below 
#BetterMakeRoom #ReachHigher #WAHED2018 ”



“Today is World Access to Higher Education Day. #Ryerson is committed to breaking down barriers to education as a means to change lives and create a better future for us all. #WAHED2018 ”

More Instagram posts [here](#)

Facebook

 **Chevening Awards (FCO)**
November 28, 2018 · 🌐

For Chevening Scholar Dawud Abdirahman 'education is everything' but due to the legacy of the civil conflict in Somalia, he was unable to access the higher education he desired at home.

We believe that higher education is transformative and as many people as possible should be able to benefit from the life-changing experience of studying abroad.

Chevening supports World Access to Higher Education Day #WAHED2018



Dawud Abdirahman
Chevening Scholar, King's College

For me, education is everything.

👍❤️👎 222 11 Comments 59 Shares

👍 Like 💬 Comment ➦ Share

 **Open Dreams** ✓
November 27, 2018 · 🌐

World Access to Higher Education Day is about focusing on the challenges students face, the barriers they have to overcome, the work access organizations do to combat inequality and the need to advance the work.

@WorldAccessHE
#WAHED2018



OPEN DREAMS
EQUALIZING ACCESS TO EDUCATIONAL OPPORTUNITIES

WORLD ACCESS TO HIGHER EDUCATION DAY

ADDRESSING INEQUALITIES IN ACCESS TO HIGHER EDUCATION AND
CELEBRATING THE BARRIERS OUR SCHOLARS HAVE OVERCOME

SATURDAY DECEMBER 1ST 2018 AT THE OPEN DREAMS CENTER, BAMENDA – CAMEROON
10AM-3PM

WWW.OPEN-DREAMS.ORG INFO@OPEN-DREAMS.ORG

JOINING OTHER INTERNATIONAL ACCESS ORGANIZATIONS IN THE CELEBRATION UNDER THE COORDINATION OF NATIONAL EDUCATION OPPORTUNITIES NETWORK (NEON), UK

👍❤️👎 26 6 Shares

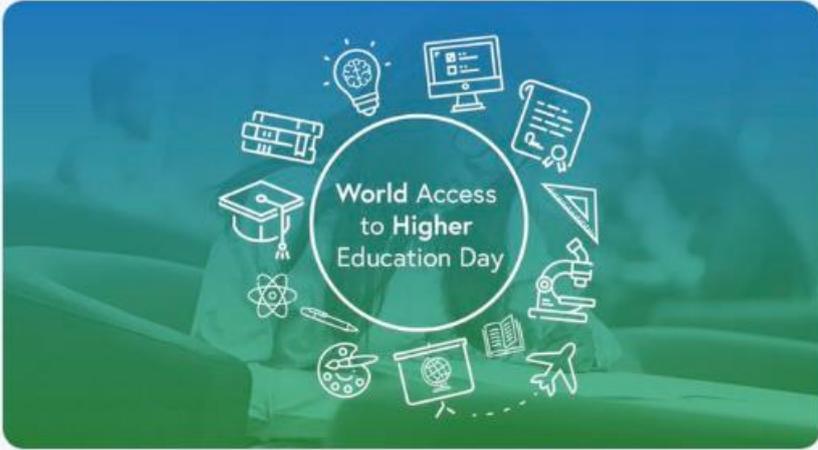
👍 Like 💬 Comment ➦ Share

Search **#WAHED2018** on Facebook for more posts

Twitter

GCU College Connect @GCUConnected · Nov 28, 2018

We're celebrating **#WAHED2018**! College Connect are here to ensure students can progress and transition to degree level study at GCU. This year 788 students completed the GCU Transition programme, 52% of whom were from the 40% most deprived areas of Scotland @gcutoday @GcuOutreach



The graphic features a central white circle with the text "World Access to Higher Education Day". Surrounding this circle are various white line-art icons on a blue and green background, including a lightbulb, a computer monitor, a document with a magnifying glass, a graduation cap, a microscope, a globe, a paint palette, a pencil, a ruler, a triangle, and a person. The background shows a person's hands holding a green book.

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The Open University @OpenUniversity · Nov 28, 2018

The OU recognises how essential quality primary education is in maintaining economic and social wellbeing. Project ZEST is a professional development programme for primary school teachers across Zambia established by @OUScotland.

Read more:

sosci.in/c8jON

#WAHED2018



The image shows a woman with dark hair, wearing a black blazer over a black and white striped shirt. She is standing in front of a large, colorful mural with abstract shapes in green, yellow, red, and blue. She has a name tag on her chest.

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More #WAHED2018 Twitter posts [here](#)

Ready-Made Messages and Message Templates

Why does equitable access to HE matter

- 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
- If the world had a population of 100 people only 7 would have a college degree. Make #highereducation more accessible. Sign up and support #WAHED2019. Visit <https://worldaccesshe.com> to find out how.
- Although equity is a priority in the #highereducation agenda of governments, only 32% of the countries surveyed in the @WorldAccessHE 'All around the world' report have defined specific participation targets for any equity group. 68% of governments need to do more. #WAHED2019
- Many countries' definition of equity policy is still traditional in focus, looking at access barriers instead of promoting interventions to boost the chances of success for disadvantaged students in #HigherEducation. Change this narrative #WAHED2019

Inspire action

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 equal access and success to all levels of #Education for vulnerable, indigenous, disabled and all under-represented or marginalised groups part of their vision and mission in support of UNESCO'S #SDG4 for Education. #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 to ensure equal access to affordable and quality education for all women and men by 2030. #WAHED2018 #SDG4

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

Contact Us

If you have questions about engaging with World Access to Higher Education Day through social media please contact:

Grace Imwensi at grace.imwensi@londonhigher.ac.uk

Or

Martin Webster at neonconsultant@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