

#WAHED2021

Social Media Pack



Tips for an effective social
media campaign

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Background

The fourth World Access to Higher Education Day (WAHED) will take place on 17th November 2021.

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.

As we learn to adapt to a world and a global higher education system changed forever by the Covid-19 pandemic the issues of equitable access and success become paramount. Minority and disadvantaged majority population students have experienced the greatest disruptions to their learning due to the pandemic.

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 fourth World Access to Higher Education Day (WAHED), we will be holding a unique global conference which will bring together policymakers, higher education leaders, students and those from civil society to outline what needs to be done between now and 2030 to make higher education more equitable. This year, the conference will bring together over 20 speakers from 6 continents for a FREE online event entitled

‘WAHED 2021: Who will be going to university in 2030?’

Visit <https://worldaccesshe.com/event/wahed-2021-who-will-be-going-to-university-in-2030/> for further details on confirmed speakers.

We would like as many countries as possible to be engaged in WAHED as possible on the 17th 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

- Non Governmental Organisations (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 17th November outlining 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 is mobilising 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 17th November 2021.

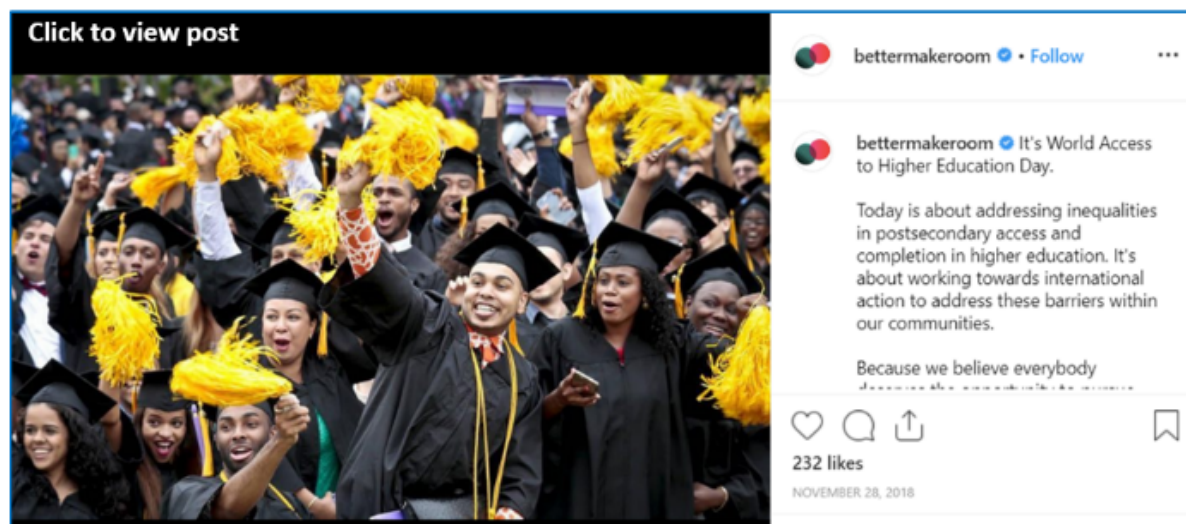
Post:


- A tweet about why your organisation is supporting WAHED 2021
- 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 #WAHED2021

Examples of Social Media Engagement

Some examples of how organisations used social media during previous iterations of WAHED 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"



"Estamos listos y listas para participar en el [@WorldAccessHE](#) .Muy pronto comunicaremos más información. Siguenos y juntos y juntas vayamos rumbo al [#WAHED2021](#)"

Search **#WAHED2018**, **#WAHED2019** or **#WAHED2020** on Instagram for more posts

Facebook



Search **#WAHED2018**, **#WAHED2019** or **#WAHED2020** on Facebook for more posts

Twitter



More **#WAHED2018**, **#WAHED2019** or **#WAHED2020** 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 #WAHED2021
- 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 #WAHED2021
- If the world had a population of 100 people only 7 would have a college degree. Make #highereducation more accessible. Sign up and support #WAHED2021. Visit <https://worldaccesshe.com> to find out how.
- 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 #WAHED2021

Inspire action

We/I call on all governments to set targets for access to #highereducation for under-represented and marginalised groups #WAHED2021

We/I call on all governments to produce strategies that guarantee access to #highereducation for under-represented and marginalised groups #WAHED2021

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. #WAHED2021

We/I call on all governments and #highereducation providers to invest in programmes to ensure all learners successfully complete #highereducation #WAHED2021

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. #WAHED2021 #SDG4

Highlight best practice

- Tweet about initiatives to widen access using the hashtag #WAHED2021
- Tweet about activities that you are running to widen access on or around 17th November using the hashtag #WAHED2021
- Tweet about the steps you are taking to widen access and strive for equality using the hashtag #WAHED2021

Student Stories

- Tweet out case studies of students from under-represented groups using the hashtag #WAHED2021
- Tweet out case studies of graduates from under-represented groups using the hashtag #WAHED2021

Contact Us

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

Chris Bayes at christophe.bayes@gmail.com

Or

Martin Webster at martin.webster@uwl.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