



Enfield Achieves
Social Media Toolkit
2024

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Introduction

Enfield secondary schools offer a fantastic educational experience to thousands of young people. We know how important it is to make sure your school rolls are filled and information about Enfield education is readily available to the people of the borough.

This is why, during one of the most important times of the school year, Enfield Council would like to support Enfield schools in sharing the achievements and success stories of the students with the wider community. We are doing this with the new Enfield Achieves campaign.

Our campaign aims to:

- Promote external and Enfield Council's support services and counselling resources i.e., mental health services.
- Raise awareness of the multiple valuable pathways which can be taken by young people following A Level and GCSE results i.e., further education, apprenticeship or employment.
- Share success stories of student achievements from the results day and promote good work of schools.
- Encourage school, families and students to participate in the campaign to help amplify messages to the wider borough through social media and the use of hashtags #EnfieldAchieves, #EnfieldEducation #SupportingYoungEnfield

Enfield Council has prepared a media toolkit tailored specifically for GCSE and A-Level Results Day, including the pre-exam period and post results day to ensure comprehensive media coverage and impactful storytelling. We would like all Enfield secondary schools to participate, and we would like to share success stories of student achievements and promote the good work of schools.

Get involved by completing our online form [here](#).

The social media toolkit includes resources, guidelines and everything needed to support students and parents /carers before, during and after the exams season.

We are also looking for schools who would like to be considered for media opportunities on exam results day.

Media Event

If you would like your school to be considered to take part in wider media coverage (TV/Radio) on the day of exam results, or to be available to the Council's Press and New Media team for local social media coverage, please contact us using the online form mentioned above, where you will be able to submit your details.

To take part in wider media coverage, these are few points you will need to be aware of the following:

1. It would be helpful if the school could select six to eight students who would be prepared to speak to the visiting reporter(s), share their achievements and be filmed/photographed opening their results. We recommend selecting students that can highlight their personal journey and what the next steps are for them.
2. The school must ensure the students/ guardian of the students sign Enfield Council's media consent form and have it sent back to Enfield Council's Press team in advance of any media event.
3. Designate a school spokesperson, either the head teacher, principal, or a senior member of staff to be available for photos and interviewed. They would need to focus on delivering key messages and representing the school positively. Please mention Enfield in your answers - too often reporters will introduce "a North London school" which is very broad!

Once you submitted the form, we will share additional document with further information on what is required.

Social Media Toolkit

This includes posts about:

- Available Support/Post-Result Supports
- Good Luck
- Mental Health/Wellness
- Results Day
- Success Story
- Education Pathways

Social media and hashtags to use:

Follow Enfield Council on Facebook / X(Twitter)/LinkedIn and Youth Enfield Instagram to see our #EnfieldAchieves campaign and share our posts to amplify the messaging.

Channel	Tags	Hashtags
Facebook	@EnfieldCouncilUK	#EnfieldAchieves
X (Twitter)	@EnfieldCouncil	#EnfieldEducation
Instagram	@Youth_enfield	#SupportingYoungEnfield
LinkedIn	Enfield Council	#EnfieldSuccess #EnfieldSchools

Key dates:

Campaign activity will take place April to October 2024.

- April: Pre-Exam Period
- 9th May: GCSE starts
- 13th May: A-Level starts
- 19th June: GCSE ends

- 25th June: A Level ends
- 15th August: A level Results Day
- 22nd August: GCSE Results Day
- 23rd August: Post Results Support
- TBC: High Achievers Award

Example messages:

We encourage you to share the attached graphics alongside the example captions in your social media platform to celebrate the success of students and school in Enfield borough.

- *Capturing moments of joy, pride, and success at #ResultsDay across #EnfieldSchools! Congratulations to all our students, families, and educators on this momentous day. Here's to the next chapter of your journey! #EnfieldSuccess #EnfieldAchieves*
- *Your mental health matters. Take breaks, practice self-care and reach out for support when needed. For more tips, visit [link to resources]. #MentalHealthMatters #SupportingYoungEnfield*
- *Wishing all students the best of luck as they embark on their exam journey! Remember, you've put in the hard work and dedication. Stay focused, stay confident, and believe in yourself. You've got this! #EnfieldSuccess #EnfieldAchieves*
- *As exam season comes to an end, remember that there are many paths to success. Whether you're pursuing further education, entering the workforce, or exploring other opportunities, trust in your unique journey. Embrace the path that feels right for you and remember that success comes in many forms. To discuss next steps, visit [link to resources]. #EnfieldAchieves #EnfieldSuccess*

Ways to further support the campaign:

- Repost posts on social media from Enfield Council and Youth Enfield Instagram.
- Use hashtags and tag Enfield Council and Youth Enfield in social comms.
- Direct parents and students towards signing up to Enfield Council's newsletter.
- Remind parents and students of external and Enfield Council's services which supports students before, during and after the exams season.
- Create content with schoolteachers to address common concerns and questions.

On Results Day

- Image and film consent: Print out posters and pin them up at your event so people know photos and films are being taken.
- Share positive and inspiring stories of student success, resilience, and growth. Highlight individual achievements, personal journeys, and the support systems in place at the school.
- Tag us – this is really important so we can share the achievements at your school.
- Use the hashtags we have provided so we can find you on social media.

Further resources to use:

Mental Health/Wellness:

- Kooth: <https://www.kooth.com/>
- Enfield Council's Health and Wellbeing: enfield.gov.uk/healthandwellbeing
- Young Minds: <https://www.youngminds.org.uk/>
- Active Enfield: activeenfield.uk/whats-on/

Pre-Exams:

- Enfield Newsletter sign up: enfield-council.msgfocus.com/k/Enfield-Council/sign_up
- Enfield Council's Children and Education: enfield.gov.uk/services/children-and-education
- School & Early Years Improvement Service: traded.enfield.gov.uk/thehub/store/enfield-education/school-early-years-improvement-service-seyis
- TES: <https://www.tes.com/teaching-resources/gcse-exam-revision>
- BBC Bitesize GCSE <https://www.bbc.co.uk/bitesize/levels/z98jmp3>

Post-Results Day:

- UCAS: [After you get your exam results](#)
- National Career Services: [Skills for Life: it all starts with skills](#)
- Enfield Council Apprenticeships: [Apprenticeships | Enfield Council](#)

Contact List:

If you have any questions about the toolkit, please email

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