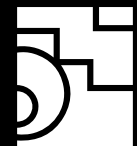


# MADE AT UNI

BRINGING TO LIFE THE IMPACT THAT  
UNIVERSITIES UP AND DOWN THE  
COUNTRY HAVE ON PEOPLE, LIVES  
AND COMMUNITIES.

SUPPORTERS TOOLKIT



Universities UK

## Introduction

UK universities are at the forefront of some of the most exciting discoveries and pioneering changes of the 21st century, but many people think that all they do is teach.

That's why universities across the UK are joining forces to launch a major campaign – MadeAtUni – to bring to life the impact universities up and down the country have on people, communities and lives.

For the launch, Universities UK has compiled the ***UK's Best Breakthroughs List: 100+ Ways Universities Have Improved Everyday Life.***

From pioneering health discoveries and technological innovations to environmental initiatives, community projects and contributions to art, culture and sport, the list brings to life the many ways universities are improving our everyday lives.

The list will be housed on a microsite which is currently in development but will be a great place to find out more about the work of UK universities when it launches, with the campaign, in December 2018 – [www.madeatuni.org.uk](http://www.madeatuni.org.uk)

Whether you're already engaged with the higher education sector, or the contribution of UK universities supports your work in some way, we hope you'll join us in celebrating the vast and varied impact of UK universities and support the MadeAtUni campaign.

# How to get involved

We'll be launching the campaign, and the list, in the first week of December 2018.

Here are **five ways** you can get involved:

<b>1</b>	<b>Statement of support or testimonial</b>	Write a <b>statement of support</b> or <b>testimonial</b> as an individual or organisation about the contribution universities make to your industry, work or personal life. Post these on your website and social media channels. Send them to us at <a href="mailto:MadeAtUni@gmail.com">MadeAtUni@gmail.com</a> and let us know if you'd be happy to do any media associated with the campaign.
<b>2</b>	<b>Newsletters, supporter updates and corporate communications</b>	Feature MadeAtUni in your <b>newsletters, supporter updates and corporate communications</b> with information about the campaign, the breakthroughs list and why you/your organisation is supporting it.
<b>3</b>	<b>Share your stories</b>	<b>Share your stories</b> and photos of specific projects and partnerships you are involved in with a university on social media and your website; contact the university to let them know you'd like to do more communications on the project/partnership. Tag the campaign #MadeAtUni
<b>4</b>	<b>Involve your staff</b>	<b>Involve your staff</b> by showing your support for the campaign on your intranet, in staff briefings and other internal communications. Do they know how you work with universities, or understand the benefits that universities bring to your organisation? It's a great way to highlight collaboration, partnerships and the role of universities for your sector.
<b>5</b>	<b>Support the campaign on social media</b>	Last, but by no means least, please <b>support the campaign on social media</b> by sharing content on your platforms.

# How to get involved (continued)

When (2018)	Activity
<b>w/c 19 November</b>	Follow @MadeAtUni on Twitter, Facebook and Instagram to find out more about the exciting work of UK universities. Sign up now to PostSpeaker. This will post a one-time message supporting the campaign (approved by you) to your following on the morning of the campaign launch, helping us to amplify the campaign.
<b>w/c 26 November</b>	Support the campaign on your own social media channels using #MadeAtUni. Plan and schedule your own social media content about the impact of UK universities for your organisation and work. Suggested tweet: Proud to support the #MadeAtUni campaign. To find out how research at [add @university] has changed lives, visit <a href="http://MadeAtUni.org.uk">MadeAtUni.org.uk</a>
<b>6 December</b>	Retweet, share and promote @MadeAtUni content to your social media followers once the campaign launches. Download and use the MadeAtUni twibbon. A Twibbon is a small image that you can overlay onto your Twitter avatar or Facebook picture in order to support the campaign. Using a Twibbon will allow you to show your support for the MadeAtUni campaign to your followers on launch day. If they like the campaign, they can also use the Twibbon and so the awareness will spread.

**Get in touch**

**If you have any questions  
about the campaign and  
how you can get involved,  
please contact:**

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**Press and media support**

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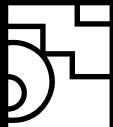
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**MADE AT UNI**

**Thank you.**



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