



T Level Celebrations - toolkit for employers

Celebrating T Levels this summer

This summer marks the first cohort of T Level students finishing their courses. As an employer offering T Levels industry placements, we would love you to take part in marking this moment and celebrating the successes of all T Level students during **T Levels Celebration Week Monday 4 - Friday 8 July 2022** and throughout the summer.

During T Levels Celebration Week, the Department for Education will showcase students, providers and employers on our social media channels. Our Secretary of State, Ministers and Permanent Secretary will show their support for T Levels with social posts, videos and interviews. We will also utilise our business and stakeholder networks to amplify and share T Level stories and messages.

T Levels Celebration Week is a great opportunity to highlight T Levels as a high quality and world-class qualification, and to help raise awareness of them in your area and across the country. You can participate by sharing your experiences of T Levels as an employer and sharing content celebrating the T Level students you have hosted for industry placements. T Levels providers and employers across the country will be taking part through events, PR and social media, using the hashtag **#TLevelsCelebrations**.

To support your activity during **T Levels Celebration Week** (4-8 July) and throughout the summer, we have created a range of content in this pack for you to use, including newsletter copy and draft social posts, so that you can adapt them and share on your channels.

If you have any questions about the following content or want to find out more about celebrating T Levels this summer, please contact: tlevel.delivery@education.gov.uk

We would appreciate your support.

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Hashtag

The hashtag for T Levels Celebration Week (4 - 8 July) is **#TLevelsCelebrations**. The Department for Education will be sharing a range of celebratory content on our channels during this week using this hashtag - as will other employers and providers across the country. Please use this hashtag on all social media content you share from the Week and throughout the summer to help create noise about T Levels on social media channels.

Key messages

We have developed the following key messages for you to weave into any content you share about T Levels either during the week or throughout the summer. Please use these messages alongside the campaign hashtag **#TLevelsCelebrations** wherever you use them.

Key messages:

Employers are discovering the workforce of the future by offering a T Level industry placement. T Level industry placements have [huge benefits for business](#), whilst positively impacting on the career paths chosen by young people.

Employers have much to gain from hosting a 45-day T Level industry placement student. They:

- benefit from the solution T Levels provide to tackle skills shortages
- are supporting and developing the future talent pool within local areas
- are realising that students bring imaginative new ideas and a fresh perspective, whilst helping with day-to-day projects

T Levels templates and designs

We have developed a [collection](#) of information and materials for promoting T Levels which you can adapt for T Levels Celebration Week.

Template press release

We have written the following template press release for you to adapt and use across your channels. You could add this to the news or media section of your website, and/or share with local media contacts.

[Employer Name] CELEBRATES T LEVEL STUDENTS COMPLETING THEIR FIRST YEAR/COMPLETING THEIR COURSE

- In [2020/ 2021] [Employer Name] became one of the first employers across the country to offer industry placements to T Level students
- [One/ Two year(s)] on, we are celebrating the first cohort of T Level students [completing their first year/ completing their courses]

In [2020/ 2021,] [employer Name] became one of the first employers in the country to offer industry placements to T Level students and has embraced T Levels as a great way to bring in new ideas and the latest skills, and a new way to find, nurture and secure young talent.

This summer we are celebrating the first cohort of T Level students finishing their courses and the second cohort finishing their first year.

T Levels are 16 to 19 qualifications, broadly equivalent in size to 3 A levels, that focus on technical and vocational skills. They can help students into skilled employment, higher study or apprenticeships. They are now available to study in a wide range of subjects such as [insert relevant T Level routes/ subjects here].

These pioneering new qualifications have been designed in collaboration with leading employers to provide the skills that businesses across the region need. The subject areas on offer reflect some of the top business growth areas such as digital skills, health and social care and construction.

[T Level student] said, [Example quote] *“I’m incredibly excited to be one of the first ever students to take a T Level course. I have thoroughly enjoyed the last year of my course and my industry placement at [enter placement employer] really reinforced my passion for working in [enter sector]. I’m looking forward to my next steps where I am planning to [enter next step e.g. securing a job, starting an apprenticeship]”.*

[Employer spokesperson] said, [Example quote] *“Congratulations to the first cohort of T Level students on finishing their courses! We currently have T Level students on our projects across [insert region], they have [insert how they’ve benefitted your business]. We look forward to offering future students placements with us.”*

[Example quote] “[Employer name] understand the importance of inspiring the next generation. We are delighted to partner with [local college/provider] on T Levels and offer work placements across the region. We are looking forward to welcoming more students in the future.”

More information on T Levels can be found by visiting:

<https://find-employer-schemes.education.gov.uk/>

Keep up to date with T Levels news, events and information by following:

[T Levels LinkedIn.](#)

Young people should visit the Get the Jump hub on the National Careers Service website to get to know their education, training and work choices. Search [Get the Jump to find out more.](#)

- Ends -

Notes to Editors

For more information or to arrange interviews please contact: [\[enter employer marketing/PR contact name and details\]](#).

About T Levels

- T Levels are 16 to 19 qualifications, broadly equivalent in size to 3 A levels, that focus on technical and vocational skills. T Levels can help students into skilled employment, higher study or apprenticeships.
- Each T Level includes an in-depth industry placement that lasts at least 45 days. Students get valuable experience in the workplace; employers get early sight of the new talent in their industry.
- T Level students spend 80% of the course in their learning environment, gaining the skills that employers need. The other 20% is a meaningful industry placement, where they put these skills into action.

Social media posts

The following suggested social posts could be adapted and used on your social media channels. Mark this moment, celebrate 2020 T Level starters completing their course and 2021s completing their first year during T Levels Celebration Week (4 - 8 July), and continue to celebrate all T Levels students through the summer. Please use #TlevelsCelebrations on all social media posts to help drive conversation around this topic and so the DfE can find and share celebratory posts!

Suggested social post copy	Suggested Imagery
We are celebrating #TLevels and the student/s we've hosted on industry placement - well done to [insert student names] #TLevelsCelebrations	Images of employer with students
Investing in #TLevels has been great for our business. Congratulations to our students [insert student names] who	Images of employer with students

are [completing their course/finishing their first year - delete as appropriate] #TLevelsCelebrations	
Our fantastic #TLevel student/s are now [in employment/on an apprenticeship - delete as appropriate] with us - and we're celebrating them and #TLevels! #TLevelsCelebrations	Images of employer with students
Congratulations to the first cohort of #TLevel students finishing their courses this summer! T Levels were designed by employers to meet industry needs and we have been delighted to offer industry placements to students taking [enter T Level course name] #TLevelsCelebrations	Images of T Level students on industry placements or with employers
Did you know every T Level includes an industry placement? This month, our first cohort of T Level students will complete their first year #TLevelsCelebrations	Images of T Level students on industry placement
Want to follow in the footsteps of these fantastic T Level students? When you study [insert course e.g. digital design and production] there's a wide range of brilliant T Level placements available. To find out more visit [enter local college/provider URL] #TLevelsCelebrations	Images of T Level students on placement

T Levels success stories

Ahead of **T Levels Celebration Week** (4 - 8 July), we have developed a number of T Level success stories and videos that you can use on your channels.

Please find the success stories summarised below and the video content for you to view and download these here:

Description of content	Link to content
YouTube video - Real employers talking about how T Level placements have made a difference to their businesses.	https://www.youtube.com/watch?v=T8kx7FH21U
Dropbox folder - containing example video file of a T Level student discussing the experiences of the course.	https://www.dropbox.com/s/04bpikqwupq45k4/T%20LEVEL%20Romilly%20-Education%20and%20Childcare.mp4?dl=0

Guide for video content

This is a great time to hear from your T Level students as they reflect on their experiences from their industry placement and course. We want to show that T Levels are a great choice for many

young people and can lead to a happy, fulfilling future and how they offer good progression and make good business sense for employers.

Overview

If you have been inspired by these videos and want to showcase your own students by creating your own, we've drafted a helpful guide below to help you produce content yourself. If you create any content celebrating your T Levels students on industry placement then please do share it with DfE so we can consider it for use on our channels. Please send content to tlevel.delivery@education.gov.uk.

To keep the content as natural as possible, we would recommend that the students keep it personal - focusing on their own experiences on industry placement. Questions to guide what their talking points for the video include:

- Was the T Level course what you expected?
- What were some of the highlights of the course?
- How did you find your industry placement? What was the best part?
- What are you planning to do next?
- What would you say to others considering a T Level?
- Where can people find out more? Search [Get the Jump to find out more.](#)

Note - you may also find these questions useful if you are producing written case studies that celebrate your T Levels students for your website and PR.

To keep the content as natural as possible, we would recommend that employers focus on the business benefits they've realised from hosting T Level students on industry placement. Questions to guide what their talking points for the video include:

- What benefits have you realised from hosting a student/s on industry placement?
- What skills did the student/s bring to your business?
- How did you find hosting an industry placement?
- If you will host more students on industry placement - please answer - will you host more students on industry placements, and if so, why?
- What would you say to other employers considering hosting students on industry placement?
- If you accessed the T Level incentive payment for employers, what did you use the payment for?

We recommend you film no more than 1-2 minutes of content to keep the video snappy and engaging. The tone should be relatively relaxed and informal and you could try to film it in short bursts if easier if you are able to edit it together afterwards. We recommend the final video is around 30 - 60 seconds in length so it can be easily shared across social channels. If you do create

video content, please do share it with DfE so we can consider it for use on our channels too. Please send content to tlevel.delivery@education.gov.uk.

Top tips for filming (to share with students/spokespeople)

- Wear something with plain colours, not grey or stripy
- Have your phone at least 1.5m from your face
- Landscape orientation is better than portrait
- Stand just off-centre of frame, talking directly to camera
- In the frame you should be waist up with a little bit of space above your head and your prop in shot
- Light source should be in front of you, not behind
- Find a room with minimal background noise
- Phone should be at eye level and not angled up or down
- See if you can prop the phone somewhere rather than someone holding as the shaky image may not be consistent next to the other shots

Call to action

To get most out of the video content, make sure you include a clear call to action on an end slate and in any social posts you share about the video - i.e. Search [Get the Jump](#) to find out more about *T Levels*. And if you share it on social media don't forget to use **#TLevelsCelebrations** in your post.