



T Level Celebrations - toolkit for Wave 2 providers

Celebrating T Levels this summer

This summer marks the first cohort of T Level students finishing their courses. As one of the first providers to deliver T Levels, we would love you to get involved with 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. There are many ways to participate, from sharing the experiences and successes of your first year T Level students to showcasing your star T Level teachers or the T Level subjects you offer, helping to drive registrations for September 2022. T Levels providers across the country will be taking part through events, PR and social media, using the hashtag **#TLevelsCelebrations** and, as one of the first T Levels providers, we would love to see you get involved too.

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.

Contents:

- [Hashtag for #TLevelsCelebrations](#)
- [Key messages](#)
- [T Levels templates and designs](#)
- [Press release template](#)
- [Newsletter template](#)
- [Social posts](#)
- [T Levels success stories](#)
- [Guide to creating video content](#)
- [Guide to promoting T Levels to schools](#)

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 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:

- T Levels are 16 to 19 qualifications, broadly equivalent in size to 3 A levels, that focus on technical and vocational skills.
- T Levels are a great choice - a mix of learning and on-the-job training that can help students get into skilled employment, university or higher 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 environments (either in school with a sixth form or in college), gaining the skills that employers need. The other 20% is a meaningful industry placement, where they put these skills into action.
- Get the Jump content hub on the National Careers Service website brings together all the education and training choices available to young people in one place, including more information on T Levels. Whether you know what you want to do yet or not, knowing your work and study choices is a great place to start. Search [Get the Jump to find out more.](#)

T Levels templates and designs

We have developed a [collection](#) of leaflets, posters and templates for promoting T Levels which you can adapt for the T Levels Celebration Week. Please note that the photography that features in some of these templates must be swapped for your own or not included when using these resources.

Press release template

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.

[Provider Name] CELEBRATES T LEVEL STUDENTS COMPLETING THEIR FIRST YEAR

- In 2021 **[Provider Name]** became one of the first providers across the country to offer the brand new T Level
- One year on, **[Provider Name]** is celebrating their first cohort of T Level students completing their first year

In September 2021, **[Provider Name]** became one of the first providers in the country to offer T Level qualifications. One year on, they are celebrating their students' achievements in completing the first year of their courses.

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, with **[Provider Name]** offering courses in **[X list relevant T Levels being offered currently X]**.

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. From September 2022, courses in **[X list relevant T Levels being offered from Sept 2022 if applicable X]** will also be available to study at **[Provider Name]** and **[provider name]** is currently accepting applications.

T Levels are unique as they combine classroom study with industry placements so young people gain valuable work experience in their chosen sector. Many local businesses including **[enter local placement employers]** are embracing 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.

[T Level student] is one of the first students to take a T Level course. **[Insert name]** studied **[enter course]** and has **[started/ completed]** an industry placement at **[enter placement employer]**. After graduating **[T Level student]** is hoping to **[enter brief details on next steps]**.

[T Level student] said, [Example quote] “I’m incredibly excited to be one of the first ever students to take a T Level course at [provider name]. I have thoroughly enjoyed the first 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]”.

[Provider spokesperson] said, [Example quote] “We’re incredibly proud to be celebrating the success of our first ever T Level students this summer. We were among the first providers in the country to offer these brilliant new qualifications, and it has been fantastic to see how they have been embraced by young people. I’m excited to see our students build on their success next year and where they will move onto once they complete their courses - whether that be straight into the world of work, university or other post 18 options such as an apprenticeship.”

[Insert any information and the dates of any upcoming T Levels Open Days or events you are hosting]

The Get the Jump content hub on the National Careers Service website has, in one place, all the education and training choices available to young people who are taking their next step, including further information on T Levels. Whether you know what you want to do yet or not, knowing your education, training and work choices is a great place to start. Search [Get the Jump to find out more](#).

- Ends -

Notes to Editors

For more information or to arrange interviews please contact: [enter provider 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.

Newsletter template

The following suggested template copy is for you to adapt and use in your newsletter, blog or on your website so you can share the successes and progress of your first cohort of T Level students.

Please share this via your channels during T Levels Celebration Week (4 - 8 July) and throughout the summer.

Celebrating T Levels students this summer!

This summer marks our first cohort of T Level students finishing the first year of their course. As one of the first providers to deliver T Levels, we're so proud to be marking this moment and celebrating the success of our students. We started offering T Levels in [X insert qualification names X] in 2021. We have now expanded our T Level offer to include [insert additional courses available from 2022 if applicable].

T Levels are two-year courses that a young person can take following GCSEs. They are broadly equivalent in size to 3 A levels and accrue UCAS points. T Levels were developed in collaboration with employers to ensure students will be equipped with the skills they need. They offer a mixture of classroom learning and 'on the job' experience with at least 45 days spent on an industry placement with an employer. With a T Level, students can progress straight on to skilled work, higher study or apprenticeships.

We're really proud of everything our first cohort of T Level students have achieved this year and we are looking forward to seeing where their T Level takes them.

Join us on social media as we celebrate our students this summer, we will be sharing content with the hashtag #TLevelsCelebrations.

For more information on T Levels and for advice on applying visit [enter Provider Name relevant URL].

Social posts

The following suggested social posts could be adapted and used on your social media channels. Mark this moment, and celebrate all students taking T Levels across the country during T Levels Celebration Week (4 - 8 July), and throughout 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
<p>Our first cohort of T Level students is set to complete the first year of their course! It's been a fantastic year and we're so proud of their achievements.</p> <p>T Levels were designed by employers to meet industry needs and we're excited to see what all of our students do next</p> <p>#TLevelsCelebrations</p>	<p>Images of T Level students or T Level classroom/facilities</p>

<p>Did you know every T Level includes an industry placement? This month, we're celebrating our first cohort of T Level students who are completing their first year!</p> <p>Learn more: [enter provider URL] #TLevelsCelebrations</p>	<p>Images of T Level students or T Level classroom/facilities</p>
<p>Congratulations to our T Level students who are finishing the first year of their course! Our first intake of T Levels students had a fantastic year and we're incredibly proud of their progress.</p> <p>If you're interested in taking a course that blends classroom learning with an industry placement, find out more about T Levels here: visit [enter provider URL] #TLevelsCelebrations</p>	<p>Images of T Level students or T Level classroom/facilities</p>
<p>Are you interested in following in the footsteps of our fantastic T Level students? From [insert course e.g. digital design and production] to [insert course e.g. education and childcare], we now have a wide range of brilliant T Levels available. To find out more visit [enter provider URL] #TLevelsCelebrations</p>	<p>Images of T Level students or T Level classroom/facilities</p>

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 raw video files of T Level students discussing their experiences on their course.	<ul style="list-style-type: none"> https://www.dropbox.com/s/04bpikqwupq45k4/T%20LEVEL%20Romilly%20-Education%20and%20Childcare.mp4?dl=0 https://www.dropbox.com/s/r85sbye4wm0ofoy/tlevelsmontage9-16.mp4?dl=0

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 then 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.

Guide for video content

This is a great time to hear from your T Level students as they reflect on their experiences from their course so far. We want to show that T Levels are a great choice for many young people and can lead to a happy, fulfilling future with good progression.

Overview

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

- How has the first year of your T Level been? Was it what you expected?
- What were some of the highlights of the course so far?
- Have you completed your industry placement yet? If so, did you enjoy it?
- 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.

Advice for filming

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)

- 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.

Guide to promoting T Levels to schools

To help you to promote your T Level courses to feeder schools, we have developed resources that you can share. These are for schools, careers leads and students to explain more about T Levels. They can be found are here: [T Levels resources for teachers and careers advisers - GOV.UK \(www.gov.uk\)](#)