

Communication toolkit for external partners

Overview

Greater Manchester's Festival of Technical Education is a celebration of our city-region's exceptional technical education offer.

Through a series of virtual and in-person events, the Festival connects young people to careers, employers and technical education training pathways, helping them make informed choices and take their next step towards a great job in our growing economy.

Events will be held across the city-region over June and July with a main week of activity from **Monday 30 June to Friday 4 July**.

The Festival supports the Greater Manchester Baccalaureate (MBacc) — a mission of the Mayor of Greater Manchester, Andy Burnham, to create a genuine and equal alternative to the university route.

As champions of technical education in Greater Manchester, we'd love you to get involved by amplifying our communications using your channels. In this document, you'll find helpful tips on what, when and how to do just that!

Key Messages

The Festival of Technical Education has three themes and key messages:

Explore: "Explore your future at the Festival of Technical Education. Discover exciting opportunities across the seven MBacc gateways that lead to great jobs in Greater Manchester's growing sectors."

Celebrate: "The MBacc is already having a real impact on Greater Manchester's young people – let us show you."

Accelerate: "The MBacc is a 2023 vision that's picking up pace – get on board and shape the future with us."

The full messaging and branding guidelines can be found here: [Brand and messaging guidance - Greater Manchester Combined Authority](#)

Sharing your Festival experiences on social media

There are a range of activities taking place across the Festival. If you are attending an event, we would love you to share your experiences (including photos!) and what you learnt.

The Festival calendar of events can be found here - [About the Festival of Technical Education - Greater Manchester Combined Authority](#)

1. Write your post

Here are some ideas to get you started:

- Attending *insert event here* I've learnt...
- As part of #GMFestivalofTechnicalEducation I attended...
- Did you know it's the Festival of Technical Education this week?
- Through the Festival of Technical Education, I've learnt...
- Attending *insert event here* I've learnt...
- #GMFestivalofTechnicalEducation starts today!
- To me #GatewaysToTheFuture means....
- As an educator Technical Education is...
- As an employer Technical Education is...

Download any creative assets (including email signatures, logos) here: [Creative assets - Greater Manchester Combined Authority](#)

Download any content and templates here: [Content and templates - Greater Manchester Combined Authority](#)

2. Add a call to action for your audience

If your post is young person facing:

See where technical education can take you in Greater Manchester - [Beeline | GMACS](#)

If your post is for an education, policy or employer audience:

The MBacc is picking up pace; get involved with shaping the next generation - [Technical Education City Region - Greater Manchester Combined Authority](#)

3. Add in your emojis and hashtags

The main festival emoji is: 🎉 (party popper)

Please use hashtags across all social media platforms so we can find and engage with your content!

#GMFestivalOfTechnicalEducation

#GatewaysToTheFuture

You're welcome to use your own hashtags, too.

4. Don't forget to tag us!

We'd love to engage with and amplify your posts, so please tag our accounts:

Young person audience:

X (Twitter): **@Yourgmacs**

Instagram: **@yourgmacs**

YouTube: **@GMACS**

General audience:

X (Twitter):

LinkedIn / Facebook: **@Greater Manchester Combined Authority**

Instagram: **@greatermcr**

YouTube: **@GMCA**

FAQ

What should I share and when? You're welcome to share any content whilst or after attending an event. If you aren't attending an event, you can always repost, comment on and share any posts by GMCA accounts that you see during the Festival.

Where should I share it? Wherever you see fit for your networks, i.e., via email, on social media, etc.

Social media at the MBacc Summit

Organised by the Greater Manchester Combined Authority (GMCA), the MBacc Summit is an annual celebration of the Greater Manchester Baccalaureate (MBacc). It shines a spotlight on the educators, employers and young people who are leading the way in MBacc delivery.

This invite-only event brings together leaders from education, industry, and policy to reflect on what's been achieved so far and explore what's next as we move toward the MBacc 2030 vision.

Example posts:

LinkedIn	X
<p>Today at the MBacc Summit I saw firsthand how the MBacc opens doors for young people in Greater Manchester.</p> <p>[Add in your favourite part of the event/lessons learnt/quotes from speeches etc.]</p> <p>🔗 Technical education leads to exciting futures – find out how you can get involved here: Technical Education City Region - Greater Manchester Combined Authority</p> <p>#GMFestivalOfTechnicalEducation</p>	<p>Celebrating GM's achievements in technical education at the MBacc Summit today! 🎉</p> <p>Incredible to see the real impact that the MBacc is already having on young people in the city region 🙌</p> <p>#GatewaysToTheFuture</p>

Thank you for all your support, we are excited to see your posts!