

Month/Event	Type of post	Post ideas/To do	Examples and resources
August	Prepare	<ul style="list-style-type: none"> Check all of your active social media accounts are up to date with recent activity, consistent branding and following relevant audience. Make sure any deactive accounts are deleted. Linktree with accessible links. Start posting your Welcome Videos from the beginning of August. Welcome to CU (introduce CU leaders, testimonies) – so people know some friendly faces before joining welcome zoom calls. 	Bournemouth CU Results story Facebook, Instagram, and other social media guides Welcome Video guide Oxford Brookes – ‘Meet the Exec’
Results Day	Congratulate	<ul style="list-style-type: none"> Congratulations post. Advertising your Welcome Zoom. Message people who like post/follow social media pages to welcome them. Make sure a couple of people are on answering messages that come in. 	Reading Results Day
Clearing Day	Get to know	<ul style="list-style-type: none"> Welcome to city (top tips). Welcome to uni (Q&A stories). Advertising your Welcome Zoom, make sure links for sign up are in your bio. 	Kings College welcome to London Welcome Zoom guide
Forum National	Envision	<ul style="list-style-type: none"> Forum highlights – what you’ve been learning, funny moments, interview students who are there. 	Cardiff regional Forum Sutton Bonnington Forum National
International Welcome week	Welcome/ Advertise	<ul style="list-style-type: none"> Welcome to the UK post. Timetable of events. Ways to find/connect with CU. Advertise buddy system. Advertising events needs to happen at least <u>2 weeks</u> before events actually happen to give time for people to hear about them and make plans to attend. 	Durham International welcome
Welcome week	Welcome/ Advertise	<ul style="list-style-type: none"> Timetable of events. Ways to find/connect with CU. Advertise buddy system. Advertising events needs to happen at least a <u>2 weeks</u> before events actually happen to give time for people to hear about them and make plans to attend. 	Royal Holloway CU OICCU tips for Freshers