Sample social media copy

125th Anniversary Fellows and Chairs – Phase 3 Recruitment

# Guidance

**Posting information**

* Sharing this content will play a key role in raising awareness of the 125th Anniversary Fellows and Chairs initiative. Your networks and reach are crucial in helping drive interest, supporting high-quality applications.
* Please create your own post using the copy provided - feel free to tweak to match your own tone of voice.
* Attach one of the creative assets provided and make sure you use the alt-text – this is crucial for making communications as accessible as possible. You can find out more information about using alt-text in images for social platforms on [LinkedIn](https://www.linkedin.com/help/linkedin/answer/a519856/add-alternative-text-to-images-for-accessibility) and [X](https://help.x.com/en/using-x/picture-descriptions):

# Creative assets:

You can find several assets to support the social media post: <https://brand.birmingham.ac.uk/downloads/?_sft_categories=125-fellows-and-chairs>

# Sample social media copy:

## Option 1: Top 50 ambition

The University of Birmingham is making a significant investment in our academic future with the appointment of 125 Anniversary Fellows and Chairs. We’ve already welcomed more than 25 exceptional researchers through this initiative, with further appointments to be announced shortly. Our ambition to be recognised among the world’s top 50 universities will be achieved by attracting world-class talent to address the biggest challenges of our time.

If you are an academic with an impressive body of research, I’d be delighted to receive an application from you.

Learn more about the initiative here: <https://www.birmingham.ac.uk/jobs/125th-anniversary-fellows-and-chairs>

#UniversityofBirmingham #AcademicOpportunity

## Option 2: The support we offer

The University of Birmingham understands groundbreaking research requires dedicated time, support, and resources. Our 125th Anniversary Fellows and Chairs form a global research community, and have access to protected research time, comprehensive relocation assistance and a sector-leading package.

If you are an academic with a record of high-impact research, we invite you to apply to this unique opportunity. Learn more about the 125th Anniversary Fellows and Chairs initiative: <https://www.birmingham.ac.uk/jobs/125th-anniversary-fellows-and-chairs>

#UniversityofBirmingham #FellowshipOpportunity

## Option 3: Subject/College specific

The University of Birmingham’s 125th Anniversary Fellows and Chairs initiative offers accomplished researchers the opportunity to join a global institution focussed on changing how the world works. Positions are available in the **[College name],** including **[your research/specialism].**

Feel free to get in touch with me to find out more about the initiative: <https://www.birmingham.ac.uk/jobs/125th-anniversary-fellows-and-chairs>

#UniversityofBirmingham #ResearchOpportunity

## Option 4: Global impact

We are committed to addressing the world’s most pressing challenges by investing in our academics. Our 125th Anniversary Fellows and Chairs initiative aims to bring together academic leaders to accelerate research in critical areas.

Join us in making a real difference – discover your next opportunity with us: <https://www.birmingham.ac.uk/jobs/125th-anniversary-fellows-and-chairs>

## Option 5: Interdisciplinary collaboration

At the University of Birmingham, we are focussed on creating a truly collaborative research community. Our 125th Anniversary Fellows and Chairs will work across the traditional boundaries of research, developing innovative solutions to the challenges facing society.

Discover how you can be a part of a growing global research community with us: <https://www.birmingham.ac.uk/jobs/125th-anniversary-fellows-and-chairs>

## Option 6: Civic engagement

Our 125th Anniversary Fellows and Chairs represent a significant investment in research that will have a profound impact, both globally and in our city and region. We are seeking academics with an impressive body of research that will transform and tackle society’s biggest challenges – if that sounds like you, I’d love to hear from you!

Find out more: <https://www.birmingham.ac.uk/jobs/125th-anniversary-fellows-and-chairs>

# Creative asset alt-text

**Asset A**

This is your opportunity to become one of our 125th Anniversary Fellows and Chairs; images: scientist, satellite, wind turbine

**Asset B**

This is your opportunity to become one of our 125th Anniversary Fellows and Chairs; images: scientist, rainforest, blue/gold dome.

**Asset C**

This is your opportunity to become one of our 125th Anniversary Fellows and Chairs; images: motorways, smiling woman, leaf