**125th Anniversary Fellow and Chairs - Sample Social Media Copy**

This document contains example social media text for posts on LinkedIn and X/Twitter, as well as instructions on posting 125th Anniversary Fellows and Chairs materials and alt text for the promotional graphics. Please ensure if you post an image, it includes the relevant alt text.

**LinkedIn Copy**

*Example 1*

To celebrate 125 years of the University of Birmingham next year, the University is appointing 125 Anniversary Fellows and Chairs.

Being one of the 125 Anniversary Fellows and Chairs means protected research time, standardised career development and training, and access to world-leading research facilities. It also means becoming part of a collaborative and diverse academic community, where research works to address some of the biggest problems facing our society.

Find out more here: <https://fellowsandchairs.birmingham.ac.uk/>

*Example 2*

Wondering what your next career move will be?

The University of Birmingham's 125th Anniversary Fellows and Chairs appointments offer accomplished researchers a unique opportunity to join a global institution with aspirations for a top 50 global ranking and to enjoy the full benefits of being part of our academic community.

To find out more and to apply: <https://fellowsandchairs.birmingham.ac.uk/>

*Example 3*

Following a successfully first phase of recruitment, the University of Birmingham is continuing to appoint 125th Anniversary Fellows and Chairs, including positions within (your research area goes here).

These positions offer protected research time and standardised career development under the Birmingham Academic Career Framework in addition to a sector-leading package and relocation assistance.

You can learn more and apply: <https://fellowsandchairs.birmingham.ac.uk/>

**X/Twitter Copy**

*Example 1*

To celebrate 125 years of the University of Birmingham next year, the University is appointing 125 Anniversary Fellows and Chairs.

For more information and to apply: <https://fellowsandchairs.birmingham.ac.uk/>

*Example 2*

In 2025 the University will celebrate its 125th anniversary. One of the ways it’s celebrating is by making a major investment in the Birmingham research community with the appointment of 125 Anniversary Fellows and Chairs.

Find out more: <https://fellowsandchairs.birmingham.ac.uk/>

*Example 3*

The 125th Anniversary Fellows and Chairs initiative at the University of Birmingham provides established researchers with a unique opportunity to join us and benefit from all the perks of being a Birmingham academic.

Find out more: <https://fellowsandchairs.birmingham.ac.uk/>

**Posting Instructions**

Please create the posts using the copy provided. Feel free to personalise it to make it sound more like you. Attach one of the images provided, and make sure to include the provided alt text. Alt text is crucial for making our communications as accessible as possible for visually impaired internet users. You can find more information about alt text and digital accessibility on LinkedIn and Twitter here:

<https://www.linkedin.com/help/linkedin/answer/a519856/add-alternative-text-to-images-for-accessibility>

<https://help.twitter.com/en/using-x/picture-descriptions>

**Alt Text**

*125th Anniversary Fellows and Chairs Social Media Asset – 1*

Social media infographic for the 125th Anniversary Fellows scheme. In the top left corner is the University of Birmingham logo, below which is the text ‘This is your opportunity to become one of our 125th Anniversary Fellows and Chairs.’ In the bottom left corner is the text ‘We advance We Activate’ above the URL ‘birmingham.ac.uk’. In the centre of the infographic are three images separated by four white lines that meet in the centre. The first image is of an Asian man holding a bionic arm in a lab. The second image is of pink and purple waves emanating out from the centre on a black background. The third image is of one Asian woman and one Asian girl walking in a field in front of a green hilly background.

*125th Anniversary Fellows and Chairs Social Media Asset – 2*

Social media infographic for the 125th Anniversary Fellows scheme. In the top left corner is the University of Birmingham logo, below which is the text ‘This is your opportunity to become one of our 125th Anniversary Fellows and Chairs.’ In the bottom left corner is the text ‘We advance We Activate’ above the URL ‘birmingham.ac.uk’. In the centre of the infographic are three images separated by four white lines that meet in the centre. The first image is of a robotic arm in a agricultural project cultivating green plants. The second image is a headshot of an Inuit man in traditional garb. The third image is of an underwater plant with water droplets on it.

*125th Anniversary Fellows and Chairs Social Media Asset - 3*

Social media infographic for the 125th Anniversary Fellows scheme. In the top left corner is the University of Birmingham logo, below which is the text ‘This is your opportunity to become one of our 125th Anniversary Fellows and Chairs.’ In the bottom left corner is the text ‘We advance We Activate’ above the URL ‘birmingham.ac.uk’. In the centre of the infographic are three images separated by four white lines that meet in the centre. The first image is of an elderly white woman looking into a microscope whilst placing something underneath it. The second image is of two men on a small boat, paddling on a river made orange form the sunset. The third image is a close up of a material with a hexagonal tiled structure.