

Study UK: Prepare to Study and Live in the UK

Overview

Study UK is running a free online course for international students who are preparing for their UK higher education. It is specifically designed to help participants learn about student life in the UK and to familiarise themselves with the ways of teaching and learning in the UK.

The next course starts on **Monday 15 November 2021** and registration is now open. To sign-up, please visit: <https://www.futurelearn.com/courses/prepare-to-study-uk>

We would appreciate your help in promoting this opportunity to your relevant audiences and encouraging sign-ups. In order to support you with this, we have produced this short promotional toolkit containing an FAQ (see separate document), website copy, newsletter copy, social media copy, and visual assets.

Audience

- Main audience: international offer holders preparing for beginning their studies in the 2021-22 academic year
- Secondary audience: prospective international students interested in finding out more about UK higher education

Promotional copy






Social media suggested posts

Here are some suggested social media posts which can be shared alongside visual assets.

Please include the Study UK social media handles where possible:

- Facebook: @StudyUK.BritishCouncil
- Instagram: @studyuk_britishcouncil
- Twitter: @StudyUKBritish

DATE	POST SUGGESTION
Before launch (1 – 14 November)	Are you holding an offer from a UK university?  Learn everything you need to know about what to expect in the UK with Study UK's free online course. Starts 15 November 2021, register today: [LINK]
	Sign up to Study UK's free online course, 'Prepare to Study and Live in the UK' and learn how to prepare for your studies in the UK. Join a network of international students who are moving to the UK to study.  Register today: [LINK]

	<p>Are you preparing for your studies at a UK university? Sign up for Study UK's FREE four-week course, to help you with everything you need to know to prepare: [LINK] Starts 15 November 2021.</p>
	<p>Study UK's free online course is open for registration! Learn everything you need to know about:</p> <ul style="list-style-type: none">  Teaching methods in the UK  Settling in and making friends  Moving to the UK <p>Learn more and register today: [LINK]</p>
	<p>From finding somewhere to live, to getting the most out of your studies, prepare for your UK university experience with Study UK's free online course. Learn more and register today: [link] GB Starts 15 November 2021.</p>
Week One (w/c 15 November)	<p>#StudyUK's free online course launches this week! Join a community of online learners and discover more about the UK's world-class higher education system. Register today: [LINK]</p>
Week Two (w/c 22 November)	<p>From English language skills and course assessments, to UK culture and what to do when you arrive – Study UK's free online course has everything you should know about studying in the UK. GB Find out more: [LINK]</p> <p>It's the second week of Study UK's free online course for international students who are preparing to study in the UK this year! 🌐 Join a community of online learners and by signing up today: [LINK]</p>
Week Three (w/c 29 November)	<p>Are you holding an offer from a UK university?  Join Study UK's FREE online course for international students preparing to study and live in the UK. Don't miss out! Sign up today: [LINK]</p> <p>It's week three of Study UK's free online course for international offer holders. If you're wondering how to prepare for your UK arrival, sign up to this course and learn everything you need to know: [LINK]</p>
Week Four (w/c 6 December)	<p>It's the final week of Study UK's free online course. This week covers preparing for your arrival – but don't worry, it's not too late to sign up and access all the course materials in your own time. [LINK]</p> <p>Wondering how courses are assessed in the UK?  Or what support you'll receive at university? Sign up to Study UK's free online course for international offer holders of UK universities: [LINK]</p>
	<p>There's still time to benefit from Study UK's free online course for international students. Learn about the UK's world-class teaching methods as</p>

After moderated period (13 December - 23 January)

you prepare to start your course, and join a community of online learners: [LINK]

Are you preparing for your studies at a UK university? 📅 Sign up for Study UK's FREE online course, to help you with everything you need to know to prepare: [LINK]

From finding somewhere to live, to getting the most out of your studies, prepare for your UK university experience with Study UK's free online course for international offer holders. 🇬🇧 Learn more and register today: [LINK]

Website or newsletter

Free online course to learn about, and prepare for, a UK education

Are you holding an offer from a UK university, or simply interested in learning more about the UK higher education system? The Study UK campaign is running its free online course again to help international students learn about, and prepare for, their UK education.

Hosted on FutureLearn, this four-week online course will teach you everything you need to know about UK higher education, including teaching methods, assessment criteria, and course structures. It will provide you with tips for studying in the English language and practical information about living in the UK and what support you can expect here.

By completing the online course, you will be more confident and feel more prepared, and get more from your experience of studying and living in the UK. During the course, there will also be plenty of opportunities for you to interact with other, like-minded individuals who are preparing for their UK education. Who knows, you may even start making friends before you arrive in the UK!

The online course starts on 15 November 2021 and takes only four weeks to complete, although you can complete it faster if you wish. If you complete all the steps, you will receive a digital certificate.

What are you waiting for? Sign up today: <https://www.futurelearn.com/courses/prepare-to-study-uk>

Visual assets

Visual assets (including graphics and videos) can be found on the brand hub.

Three sizes are available:

- 1x1 for use on Facebook and Instagram
- 16x9 for use on Twitter, websites and in newsletters
- 9x16 for use on Instagram stories

Links

The course link is below:

<https://www.futurelearn.com/courses/prepare-to-study-uk>

Please add a UTM tracking link. Please keep the 'campaign' as listed below, but edit the 'source' and 'medium' as appropriate:

?utm_campaign=prepare_to_study_nov21&utm_source=facebook&utm_medium=britishcouncil_social

For example, if the British Council India team were linking from a newsletter, the source could be 'newsletter' and the medium could be 'britishcouncil_india'

More information

If you require any additional support or further information about the online course, please contact Kitty.Jones@britishcouncil.org