



With support from



**Join us as we launch #WeAreTogether to show international students they are supported at this difficult time**

*Launching today, 8 April*

### The challenge

The Covid-19 outbreak has presented major challenges in the way UK universities, students unions and pathway providers support their international students. As you are aware, some students who remain in the UK are unable to return home, which has left them feeling isolated and vulnerable; and those that have returned home are worried about how they continue their studies. Students who were due to be coming to study in the UK face uncertainty too, over travel restrictions, closures of English language test centres and final examination cancellations.

While there are still unresolved challenges, our sector is doing extraordinary work to pull together, support students, staff, and partners, and make a significant contribution to the national effort. We want to ensure that international students feel reassured and supported, and know where to go for help.

### The campaign

#WeAreTogether is a new social media campaign involving students and staff from UK universities, students' unions, pathway providers and organisations across the sector. It highlights the full range of activity the sector is engaged in to combat Covid-19, and bring all those involved in UK higher education in together in a positive online community, to share messages of solidarity, support and gratitude.

Initially, our aim is to create as much positive noise on the #WeAreTogether hashtag to help our international students feel supported and unified. We expect the campaign to evolve as the crisis continues to include messaging for future and prospective international students and we welcome ideas and input on this.

### Objectives

- To help current and future international students feel safe, informed and supported during the Covid-19 outbreak
- To reassure current and future students that the sector is working as hard as possible to ensure that they can continue to receive a quality education safely, through online learning where necessary
- To showcase the UK higher education sector is working together, and working with students, to maintain a positive, welcoming and inclusive global community



## How to get involved

The campaign is being launched today, Tuesday 8 April 2020. You can join in by using the hashtag #WeAreTogether to share messaging that supports and welcomes international students, and reassures them that we are all pulling together to get through this.

There are a number of [social media assets](#) available to download, developed with UKCISA's international student ambassadors, which we encourage you to share and use as content examples.

We would be very grateful for your support on social media by retweeting and sharing our content, which we will be promoting from UUKi and UKCISA websites and social media channels: [UUKi Twitter](#) [UUKi LinkedIn](#) [UKCISA Twitter](#) [UKCISA LinkedIn](#) [UKCISA Instagram](#) [UKCISA Facebook](#)

We have produced a campaign briefing for students, attached, which you can share with international students and encourage them to get involved.

## Content

We encourage universities, students' unions, pathway providers and students to create and share their own content using #WeAreTogether.

### Content ideas:

- Photo or video content showing your staff and students coming together to support each other and their local communities through the Covid-19 outbreak.
- 'Selfie-style' video messages from the Vice-Chancellor, SU President or other key leaders reassuring students that your institution will support them and letting students know where they should go if they need help.
- Photo or video content showing how online lectures/seminars/other online learning methods are being used to effectively bring students and staff together and support students through their courses.

We very much hope you will consider lending us your support for this campaign, to help us to reach the widest possible audience in what are unprecedented times for the higher education sector and the UK.

Please do not hesitate to contact us for any further information at [danielle.newey@international.ac.uk](mailto:danielle.newey@international.ac.uk) and [yinbo.yu@ukcisa.org.uk](mailto:yinbo.yu@ukcisa.org.uk).