



Star
Teaching School Hub
Network



Engagement Toolkit for Schools

2024-2025

An effective engagement strategy to attract passionate people into the teaching profession.

What is the Engagement Toolkit and who is it for?

Great teachers are essential for the success of any school - they form the foundation of our education system. With a growing number of students in our schools, we must explore innovative ways to attract passionate people into the teaching profession. Teachers have a huge influence on people that are considering a teaching career.

This toolkit includes marketing materials and key messaging that can be used by schools to help support the national effort to raise awareness of attracting new teachers into the profession. Your school can play a big role in helping to recruit the teachers of the future and communicating the benefits of the profession within the local community. A key focus is to drive positivity and showcase the great impact teachers have on future generations.

We hope you enjoy using the toolkit and together we can make a difference.

Are there examples within this toolkit?

Yes of course, this toolkit contains a variety of examples. To illustrate these examples, we created a model academy called '**Toolkit Academy**'.

We hope that these examples will help you to understand how it can be applied in your school.



Quick links

Please right-click and open one of the links below to jump to a particular section of this toolkit.

- **Social media**
 - > Create inspiring content through your teachers
 - > Engage with local ITT providers on social media
 - > Reshare social media content – ‘Get Into Teaching’
- **Website/School app**
 - > Web/school app content – short snippets
 - > Web/school app content - new page
 - > Signpost to your local ITT providers
- **Newsletters**
- **Email signatures**
- **Posters**
- **'Routes to becoming a qualified teacher' guide**

Social media

To help support the recruitment of great teachers, social media helps to create an engaged community online. The key objective is to showcase the teaching profession in a positive limelight and celebrate success of teachers.

Create inspiring content through your teachers

While posts on social media often result in minimal engagement, personal stories tend to receive much higher organic reach. So, how can you make the most of this to help raise awareness of the teaching profession?

By transforming your teachers into powerful advocates and sharing their experiences to inspire others to consider a career in teaching. The audience following your social media channels allows you to directly connect with parents and guardians of pupils (who might be considering a career change and could make great teachers).

There are plenty of ways to involve your amazing teachers. For instance, consider creating teacher testimonials or 'a day in the life' videos that offer a glimpse into the profession from a variety of teachers.



Is your school based in North West England?

If the answer is YES, please use the dedicated hashtag **#TeachAndThriveNorthWest** in any social media posts aimed at promoting teaching as a profession. Your participation in using the hashtag would be greatly appreciated!

Want to see examples of great social media posts? Please see next page.



Here are a few examples of content ideas:

Topics	Key messaging – content	Content type
Career changers	“From a Marketing Manager to an amazing Maths Teacher... Colin talks about his career changing journey into teaching and what it means to him”	Short video (interview style)
New to teaching	Have you thought about a career in teaching? Find out how to become a Qualified Teacher! - https://getintoteaching.education.gov.uk	Image and content
Life of a teacher	A day in the school life of Miss Khan! On a typical school day, I start my day by XXX	Short video (interview style)
Positive impact	1. Why I love teaching – “Teaching is rewarding – I have the power to make a real difference to our future generation” 2. What teaching means to me? – “Inspiring children to chase their ambitions and ensure they get the best GCSE grades on their journey!”	Photo/Quote image

Here are some social media assets you could create:

For this example, a campaign called ‘The Teacher Series’ was developed for Toolkit Academy – a powerful way for teachers to showcase why they love teaching. This could be utilising a variety of content types e.g. testimonials, quotes or even a quick 1-minute video interview.



Top tip - create aesthetically pleasing social media assets like the above using [canva.com](https://www.canva.com).

Engage with local ITT providers on social media

To help support the recruitment of great teachers, it is important that we collaboratively engage with local ITT providers. The easiest way to do this is to engage on social media with your local ITT providers.

This can include liking, commenting and resharing relevant content - This also includes tagging them into any social media posts that you publish which promotes teaching as a profession.

Here are the social media accounts of local ITT Providers based on your area. Please connect and engage with your local ITT Providers.

1. ITT providers for North West Lancashire and Pennine Lancashire

This includes schools within Blackpool, Lancaster, Preston, Wyre, Blackburn with Darwen, Burnley, Hyndburn, Pendle, Ribble Valley and Rossendale.

	Facebook	X (Twitter)	LinkedIn
The National Institute of Teaching	/NatInstTeaching	@NatInstTeaching	/Natinstteaching
Embrace SCITT	N/A	@Embracetsh	/Embrace-teaching-school-hub
North West SCITT	/NWSCITT	@North WestSCITT	N/A
University of Cumbria	/Universityofcumbria	@CumbriaUni	/University-of-cumbria
Ripley ITT	/RipleyITT	@Ripleyitt	/Ripleyitt

2. ITT providers for Bolton, Bury & Rochdale

This includes schools within Bolton, Bury and Rochdale.

	Facebook	X (Twitter)	LinkedIn
The National Institute of Teaching	/NatInstTeaching	@NatInstTeaching	/Natinstteaching
Pioneers Partnership SCITT	/startyourcareerinteaching	@PioneersITT	/Pioneers-partnership-scitt/
Prestolee SCITT	/PrestoleeSCITT	@PrestoleeScitt	/Prestoscitt
University of Bolton	/UniversityofBolton	/BoltonUni	/University-of-bolton
Learn with Forward as One	N/A	/ForwardAs1Trust	N/A

3. ITT providers for Birmingham South

This includes schools within Birmingham South.

	Facebook	X (Twitter)	LinkedIn
The National Institute of Teaching	/NatInstTeaching	@NatInstTeaching	/Natinstteaching
Arthur Terry SCITT	/ArthurTerryTSH	@ArthurTerryTSH	/Arthur-terry-teaching-school-hub
Barr Beacon SCITT	/Barrbeaconsnitt	@BBSCITT	/Barr-beacon-scitt
Birmingham City University	/Birminghamcityuniversity	@MyBCU	/Birmingham-city-university
Birmingham Newman University	/Newmanuniversity	@Newman Uni	/Birmingham-newman-university
Bishop Challoner Training School	/Bishop-Challoner-Training-School	@Bctsa training	/Bishop-challoner-training-school-alliance
Centre for Research in Early Childhood	/CRECBirm	N/A	/Crec-early-years
Haybridge Alliance SCITT	/Haybridgealliance	@HaybridgeSCITT	/Haybridge-alliance-scitt

King Edward's Consortium	/Teachkec	@TeachKEC	/King-edward's-consortium
South Birmingham SCITT	N/A	@SouthBhamSCITT	N/A
The University of Birmingham	/Unibirmingham	@Unibirmingham	/University-of-birmingham
The University of Wolverhampton	/Uniwolverhampton	@Wlv uni	/University-of-wolverhampton
The University of Worcester	/UniversityOfWorcester	@Worcester uni	/University-of-worcester
Titan Partnership Teacher Training	/TitanTeacherTraining	@Teachwithtitan	/Titanbirmingham

Reshare social media content – ‘Get Into Teaching’

Alongside creating valuable content for your social media accounts, it is also useful to share/link to content posted from the ‘Department for Education - Get Into Teaching’ social media accounts. They often post fresh, engaging content that can help attract new teachers into the profession and your followers may also benefit from this information.

Get Into Teaching social media accounts:

Facebook	www.facebook.com/getintoteaching
Instagram	www.instagram.com/get_into_teaching
LinkedIn	www.linkedin.com/company/get-into-teaching
X (formally known as Twitter)	www.x.com/getintoteaching
YouTube	www.youtube.com/user/getintoteaching

Website/School app

Web content/school app – short snippets

Here are some text snippets we have prepared that you can use on your website/school app. These are just short snippets which you are free to add to. If you need inspiration to create more short content pieces, please visit the '[Get Into Teaching](#)' website.

Key message	Call-to-action
Turn your passion into your profession with a career in teaching.	Click here for more information Get Into Teaching Get Into Teaching GOV.UK
Whether you want to change your career, or you've just graduated with a degree, find out what training you need to become a Qualified Teacher.	Click here for more information How to become a teacher Get Into Teaching GOV.UK
Embrace your teaching potential. Become a teacher and help make a difference to the next generation.	Click here for more information Get Into Teaching Get Into Teaching GOV.UK
Change lives with a rewarding career in teaching – did you know could earn a starting salary of £31,650 once you have Qualified Teacher Status (QTS)?	Click here for more information How to become a teacher Get Into Teaching GOV.UK

The above text snippets can be used in a variety of ways on your website/school app. This includes:

- create visual banners and add to homepage/existing appropriate page (this will be the most effective way)
- add text link to the '[Get Into Teaching](#)' website from an existing webpage that will be appropriate to link from
- create a new webpage with details about how people can get into the teaching profession and a call-to-action to the '[Get Into Teaching](#)' website.

Web content/school app - new page

If you can create a separate webpage specifically to promote teaching as a profession, we have prepared some content which you can use. This is only sample text so please feel free to add to it. If you need inspiration for more content, please visit the '[Get Into Teaching](#)' website.

Turn your passion into your profession with a career in teaching – become a qualified teacher.

Why become a qualified teacher?

- > Make a real difference to the lives of young people and the next generation – teaching is a hugely rewarding career.
- > Great career progression prospects – from being a teacher to becoming a headteacher, anything is possible!
- > Job security – the need for teachers has never been greater.
- > Learn new things and skills within your chosen subject area.
- > Excellent starting salary of £31,650 (or more in London) as a newly qualified teacher.
- > Time off – you will get more day's holiday than people in many other jobs.

Teaching is a job like no other. It's not easy, but it's incredibly rewarding. Every child deserves a great teacher... and that teacher, could be you!

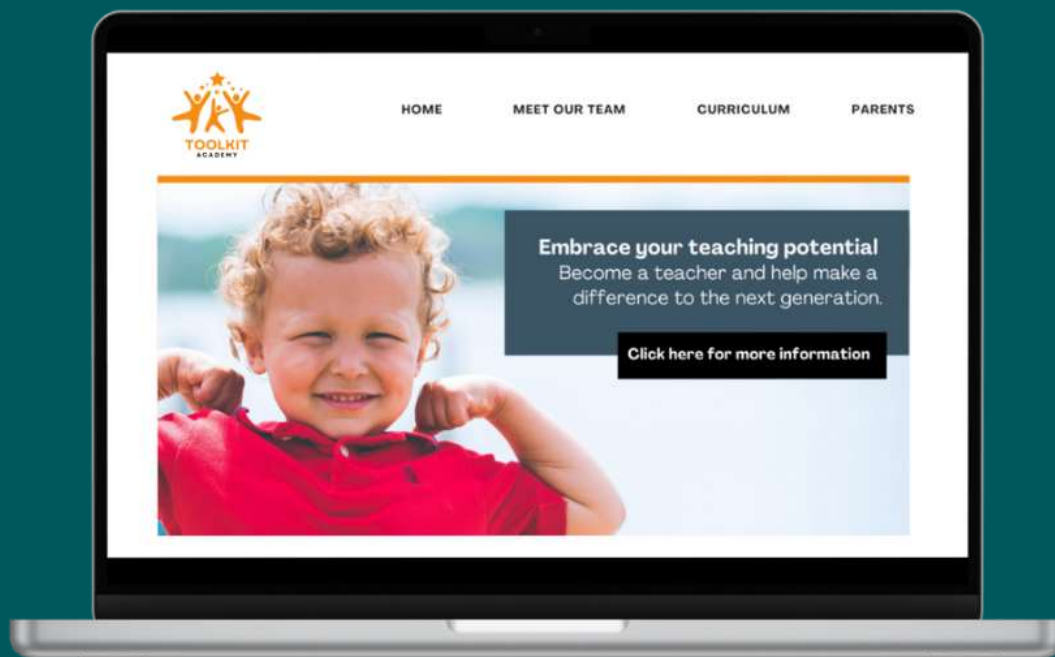
How to become a teacher

Achieving Qualified Teacher Status (QTS) is essential to become a qualified teacher. You need QTS to teach in primary, secondary and special schools in England.

Please [click here](#) to find out which qualifications you will need, what funding you might be eligible for and how to train to become a teacher.

For more information on how to Get Into Teaching, please visit:
<https://getintoteaching.education.gov.uk>.

Here is an example of a visual banner published on the homepage:



Here is an example of a new webpage created:



Signpost to your local ITT providers

To help support the recruitment of great teachers, it is important that we effectively guide interested individuals in the right direction for more information. Providing information on your local ITT provider allows them to access additional details.

Please add your ITT Provider link on your website.

1. ITT providers for North West Lancashire and Pennine Lancashire

This includes schools within Blackpool, Lancaster, Preston, Wyre, Blackburn with Darwen, Burnley, Hyndburn, Pendle, Ribble Valley and Rossendale.

The National Institute of Teaching	www.niot.org.uk
Embrace SCITT	www.embrace-education.co.uk
North West SCITT	www.northwestscitt.co.uk
University of Cumbria	www.cumbria.ac.uk
Ripley ITT	www.ripleyitt.co.uk

2. ITT providers for Bolton, Bury & Rochdale

This includes schools within Bolton, Bury and Rochdale.

The National Institute of Teaching	www.niot.org.uk
Pioneers Partnership SCITT	www.pioneerspartnership.greatacademies.co.uk
Prestolee SCITT	www.prestoleescitt.org.uk
University of Bolton	www.bolton.ac.uk/subject-areas/education-and-teacher-training
Learn with Forward as One	www.forwardasone.uk/learn

3. ITT providers for Birmingham South

This includes schools within Birmingham South.

The National Institute of Teaching	www.niot.org.uk
Arthur Terry SCITT	www.arthurterryteachingschool.atlp.org.uk/train-to-teach
Barr Beacon SCITT	www.careerinteaching.co.uk
Birmingham City University	www.bcu.ac.uk/subject-areas/education-and-teacher-training
Birmingham Newman University	www.newman.ac.uk/subject-area/teacher-training
Bishop Challoner Training School	www.bctsa.org/1275/train-to-teach
Centre for Research in Early Childhood	www.crec.co.uk/itt
Haybridge Alliance SCITT	www.teachwithhaybridge.co.uk
King Edward's Consortium	www.teachkec.org.uk
South Birmingham SCITT	www.southbirminghamscitt.org.uk
The University of Birmingham	www.birmingham.ac.uk/schools/education/teacher-education
The University of Wolverhampton	www.wlv.ac.uk/schools-and-institutes/faculty-of-education-health-and-wellbeing/school-of-education/teacher-training/
The University of Worcester	www.worcester.ac.uk/about/academic-schools/school-of-education/get-into-teaching-at-worcester/teacher-training-courses.aspx
Titan Partnership Teacher Training	www.titanteachertraining.co.uk/partner-schools

Newsletters

Newsletters are a great tool to build a strong sense of community and rapport with parents and guardians about what's happening in the classroom. This is an ideal place to regularly communicate the benefits of becoming a teacher and in turn may influence their decision to those considering a career change.

Here are some attention-grabbing headlines you can use:

- > Have you thought about changing to a career in teaching? It's not too late to become a Qualified Teacher!
 - > Turn your passion into your career by becoming a Qualified Teacher. Expand on your skills and knowledge to motivate young minds.
 - > Embrace your teaching potential. Become a qualified teacher and help make a difference to the next generation.
 - > Every child deserves a great teacher... and that teacher, could be you!
-

Here are some key benefits which you can utilise in your copy:

- > Make a real difference to the lives of young people and the next generation – teaching is a hugely rewarding career.
 - > Great career progression prospects – from being a teacher to becoming a headteacher, anything is possible!
 - > Job security – the need for teachers has never been greater.
 - > Learn new things and skills within your chosen subject area.
 - > Excellent starting salary of £31,650 (or more in London) as a newly qualified teacher.
 - > Time off – you will get more day's holiday than people in many other jobs.
-

Always use the below to signpost people to read more:

For more information on how to Get Into Teaching, please visit:
<https://getintoteaching.education.gov.uk>.

Here is an example of a teacher recruitment snippet within a newsletter:
See orange section for example.



Autumn parent NEWSLETTER



Teacher's Greeting

Morgan Maxwell

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What's New This School Year?

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[Read More](#)

Upcoming Events

- ✿ Field Trip 22/11/2024
- ✿ Science Fair 4/12/2024
- ✿ Christmas Breakfast 13/12/2024



✿ Have you thought about changing to a career in teaching? It's not too late to become a Qualified Teacher!

Make a real difference to the lives of young people and the next generation. Teaching is a hugely rewarding career, the need for teachers has never been greater.

For more information on how to Get Into Teaching, please visit:
<https://getintoteaching.education.gov.uk>

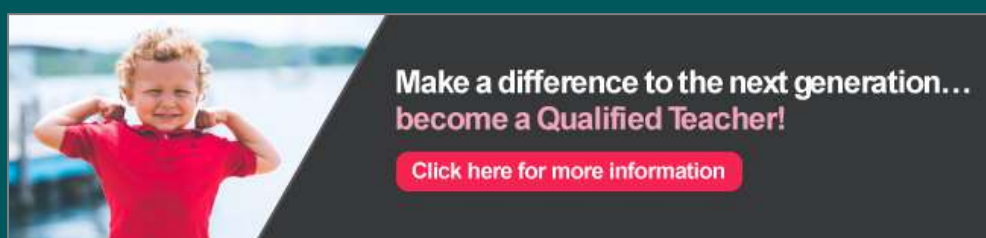
☎ (01254) 123456

✉ example@smartstart.com

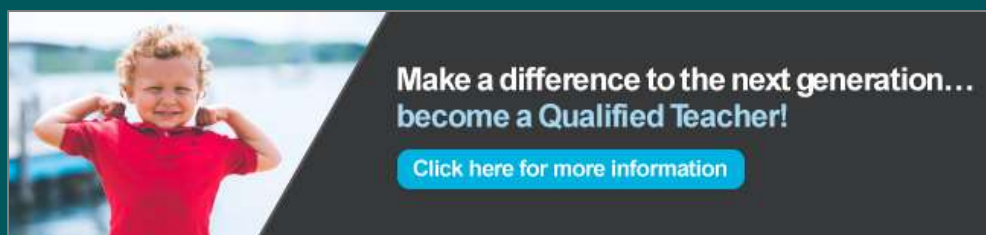
Email signatures

Email signatures are a valuable tool to increase awareness and support marketing efforts. Why not utilise this space to spread key messages about the teaching profession to a wider target audience? The great thing is that email signatures can be added easily and can make a world of difference.

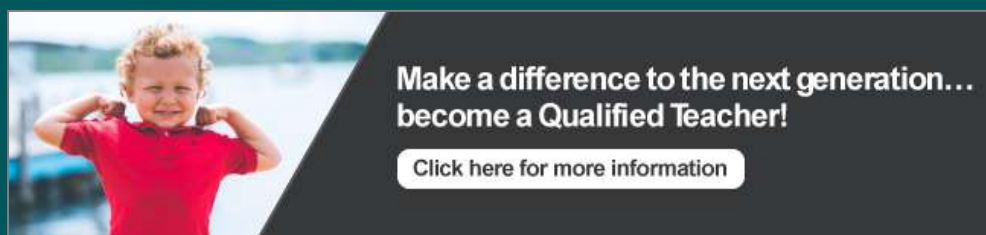
You can upload the pre-designed banners directly to your email signature (please see bottom of this page to download – choose whichever you prefer).



V1



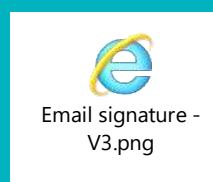
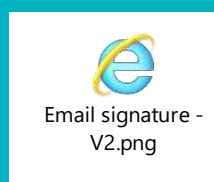
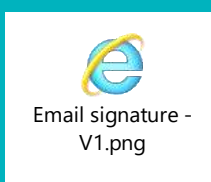
V2



V3

Want a pre-designed email signature banner?

Simply double-click on an option below, save the image and upload to your signature.



Posters

We've prepared some content that you can edit, pop in your branding and print into colourful posters. Highlighting the benefits of teaching is a great way to influence people who may be considering a career path into teaching.

Make a difference in your community – become a qualified teacher.

Why become a qualified teacher?

- > Make a real difference to the lives of young people and the next generation – teaching is a hugely rewarding career.
- > Great career progression prospects – from being a teacher to becoming a headteacher, anything is possible!
- > Job security – the need for teachers has never been greater.
- > Learn new things and skills within your chosen subject area.
- > Excellent starting salary of £31,650 (or more in London) as a newly qualified teacher.
- > Time off – you will get more day's holiday than people in many other jobs.

Every child deserves a great teacher... and that teacher, could be you!

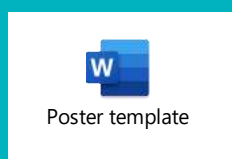
For more information and to get tailored advice, please visit

<https://getintoteaching.education.gov.uk>

Want a pre-populated poster template?

Simply double-click the icon below

Don't forget to add in your logo and change the colours to match your brand colour palette.



Here is an example of the poster templated to the Toolkit Academy brand: This simply includes inserting your school logo and changing the colour of the box at the bottom from the template.



**Make a difference to the next generation...
become a Qualified Teacher!**

- > Make a real difference to the lives of young people and the next generation – Teaching is a hugely rewarding career.
- > Great career progression prospects – from being a teacher to becoming a headteacher, anything is possible!
- > Job security – the need for teachers has never been greater.
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Every child deserves a great teacher...that teacher, could be you!

**For more information and to get tailored advice,
please visit <https://getintoteaching.education.gov.uk>.**

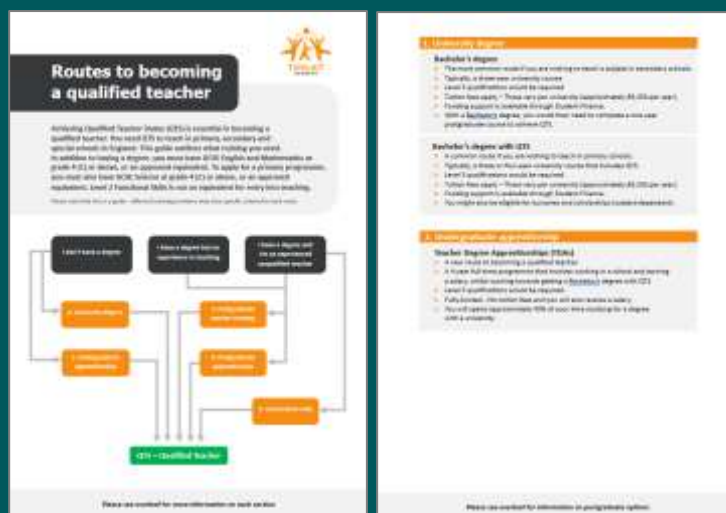
'Routes to becoming a qualified teacher' guide

With multiple routes available into primary and secondary teaching in England, we have simplified the process to help people decide which option aligns best suited to their skills and goals.

It's important to highlight that achieving Qualified Teacher Status (QTS) is essential to become a qualified teacher. For those interested in teaching, they will need QTS to teach in primary, secondary and special schools in England.

We have designed a 'Routes to becoming a qualified teacher' guide which can be edited by you. We encourage you to share this as widely as possible on various marketing channels.

Here is an example of the guide templated to the Toolkit Academy brand: This simply includes changing the logo, colour of the boxes and bullet points.



Please double-click on the icon below to edit

Don't forget to add in your logo and change the colours to match your brand colour palette.



Routes into Teaching
template

If you have incorporated the resources within this toolkit to promote teaching at your school, there are other ways you can continue to get involved.

Have you thought about offering:

- > school experience days to allow people to find out more about teaching by visiting your school**
- > Initial Teacher Training (ITT) placements in your school.**

For more information in relation to this toolkit, please visit:

- > <https://getintoteaching.education.gov.uk>**
- > <https://starteachingschoolhubs.org>**