**CEIAG Monthly Message Toolkit – Social Media**

**Introduction:**

The Monthly Message aims to provide Manchester Schools with current data on education, employment, and training opportunities for students aged 16 – 18 years of age. The monthly message consists of a Powerpoint presentation and this Resource document that holds more detailed information. You are welcome to share on social media and newsletters to reach pupils, parents and carers.

The PowerPoint presentation will contain slides that cover:

* Introduction slide
* Skills – What skills do employers want?
* Some key highlights relating to the featured sector
* Overview of the apprenticeship route into the featured sector
* Link to the Find an Apprenticeship website
* Examples of the type of roles available within the featured sector
* A young person’s case study relating to the featured sector
* Contact for further information

**We are very keen to see how effective the Monthly Messages have been and will always appreciate your feedback.**

**Manchester has got clear growth sectors to 2028:**

1. Business, financial and professional services
2. Cultural, creative and digital
3. Retail and Wholesale
4. Hospitality and Tourism
5. Health and Social Care
6. Construction

Science and Research & Design (excluding manufacturing) used to be a growth sector but it has stopped growing according to the latest data. However the way they worked it out changed in 2018 and they did not have as much data to work out this sector. This means it may change in the future. Science is still a very important sector for Manchester so we are calling it a key sector.

**Bridge GM** - http://bridgegm.co.uk

The Bridge website is leading the journey to a work ready Greater Manchester, by working together to bridge the gap from education to training and employment, and sharing knowledge to enable people to make informed choices about their futures.

The Education Providers section is designed to help you and your pupils navigate the world of employment and Careers by providing up to date information about the resources, events, providers and organisations available to support your school to develop a robust Careers offer.

The Resources section is regularly updated and is a library of the very best, high quality resources. This includes the help you need to deliver careers advice sessions, support for presentations and lesson plans, and workshop content that can be used in the classroom.

**National Careers Service** - <https://nationalcareersservice.direct.gov.uk/>

The National Careers Service website provides careers advice and information on a wide range of jobs, training courses etc. There is a link to a section that enables you to search over 800 job profiles. The Job Profile page gives an overview of what the job role consists of and will help to determine if it’s the right job for the pupil.

**Monthly Message – Spotlight on Social Media**

There are many forms of Social Media such as: Facebook, Twitter, YouTube, Snapchat, LinkedIn, Instagram, What’s App and many more. Social media is now the UK’s favourite activity online. Nearly 17% of all our time online is spent on social platforms, this goes up to 20% when only taking mobiles into consideration.

YouTube and Facebook are by far the most popular platforms among UK adults online (respectively 85% and 78%). Although Twitter, LinkedIn, Instagram and Snapchat are often mentioned in mainstream or trade media, their use remains relatively ‘contained’ among UK adults online (respectively 45%, 30%, 29%, 20%). Google+ shows resilience, coming in third (50%), while WhatsApp seals its recent growth by coming in fourth (48%). The ‘stickiest’ platforms are Facebook (59% of UK adults online use it daily), WhatsApp (28%) and YouTube (27%).

In 2017, 90% of households in Great Britain had internet access, an increase from 89% in 2016 and 57% in 2006, During this period on average we spend at least 1 Hour 50 Minutes on Social Media. The Office for National Statistics reported that use of the internet for social networking increased to 66% in 2017, with a staggering 96% of 16-24 year olds and 88% of 25-34 year olds using the internet for this reason.

Many Social Media jobs are now advertised as Apprenticeships

For more information on what it’s like working in Social Media:

* <https://www.linkedin.com/pulse/5-reasons-pursue-career-social-media-dominic-ogden/>
* <https://www.training.com.au/ed/social-media-marketing/>
* <https://www.totaljobs.com/insidejob/6-reasons-to-work-in-social-media/>

Here is a list of the varied areas / job roles that you might work in within this sector:

* Social Media Manager
* Social Media Assistant
* Video Presenter & Broadcaster
* Social Media Co-ordinator
* Content Lead
* Communications Officer
* Content Producer
* Social Enterprise Co-ordinator
* Social Media & Marketing Manager
* Junior Production Manager

Organisations within this sector include:

The Sharp Project – <https://www.thesharpproject.co.uk>

British Broadcasting Corporation (BBC) - <https://www.bbc.co.uk/socialmedia>

Tunafish Media - <https://tunafishmedia.co.uk>

Red Cow Media - <https://www.redcowmedia.co.uk/>

Republic of Media - <http://republicofmedia.co.uk/>

Digital Media Stream - <https://digitalmediastream.co.uk/>

Online Media Direct - <https://www.onlinemediadirect.co.uk/>

**Further Information:**

*GMFM (2018),* [*ONS Annual Survey of Hours and Earnings*](https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/previousReleases) *(2013),* [*Annual Business Count*](https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=142)

Careers information for this sector:

<http://www.totalprofessions.com/profession-finder/sector-summaries/production>

<http://www.bbc.co.uk/mediacity>

<http://www.indeed.co.uk/socialmedia>

[http://www.onlinemediadirect.co.uk/](https://www.onlinemediadirect.co.uk/)

<http://www.totaljobs.com/socialmedia>

<http://www.ukfast.co.uk>

<http://digitalmediastream.co.uk/>

<https://www.themuse.com/advice/want-to-work-in-social-media-develop-these-3-notsoobvious-skills>

<https://www.thebalancecareers.com/social-media-job-titles-2061507>

<https://www.dummies.com/careers/career-planning/choosing-a-career/knowing-social-media-role-titles-and-skills/>

<https://www.totaljobs.com/insidejob/6-reasons-to-work-in-social-media/>

**GM Forecasting Model - Job growth in Manchester 2018 - 2028**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Total no of jobs 2018 | Total no of jobs 2028 | No of Extra jobs by 2028 |
| Business, financial and professional services | 124,900 | 138,100 | 13,100 |
| Creative, Cultural & digital | 29,300 | 33,200 | 11,100 |
| Wholesale & retail | 49,100 | 57,000 | 7,800 |
| Hospitality & tourism (and Sport) | 44,900 | 52,200 | 7,246 |
| Health & social care | 50,500 | 56, 500 | 6,136 |
| Construction | 11,400 | 14,100 | 2,727 |

Oxford Economics 2018

Total extra jobs in Manchester by 2028 41,300