

UNI MYTHS BUSTED!



Campaign toolkit

Join the #UniMythsBusted campaign

The Uni Myths Busted campaign will launch online from 4-29 November and aims to address and combat the anxieties of university applicants ahead of the January 2024 UCAS deadline. The campaign will continue to run throughout 2024-25.

By ensuring applicants have the correct information and knowledge about where to access further information, in addition to exclusive insight from employers and alumni, we aim to reduce anxiety and support students to apply to university.

How to get involved



Tags, hashtags and links:

- **Web:** unimythsbusted.co.uk
- **TikTok:** [@uni.myths.busted](https://www.tiktok.com/@uni.myths.busted)
- **Instagram:** [@unimythsbusted](https://www.instagram.com/unimythsbusted)
- **YouTube:** [@UniMythsBusted](https://www.youtube.com/UniMythsBusted)
- **Primary hashtag:** [#UniMythsBusted](https://twitter.com/hashtag/UniMythsBusted)
- **Secondary hashtags:** [#UCAS](https://twitter.com/hashtag/UCAS), [#uniapplications](https://twitter.com/hashtag/uniapplications), [#university](https://twitter.com/hashtag/university), [#studytok](https://twitter.com/hashtag/studytok), [#UCASapplication](https://twitter.com/hashtag/UCASapplication), [#UCAS2024](https://twitter.com/hashtag/UCAS2024)

- 01** Encourage your staff/student/employer networks to share their own stories on social media
[Download a template email to send to your networks](#)
- 02** Post on your own social media channels
[Download template social media posts](#)
- 03** Share the colleges and schools' toolkit with your networks
[Download template email text for colleges, schools and careers advisors](#)
- 04** Include information about the campaign in any upcoming email newsletters
[Download template news item for newsletters](#)
- 05** Publish relevant case studies on your website
[Download examples of the types of stories you might want to share here](#)

The Myths

The campaign is focused on busting 3 myths that have been developed in response to polling data (from Savanta Youthsight). The omnibus poll was used to identify the main areas of anxiety during the university decision-making process.

MYTH 1

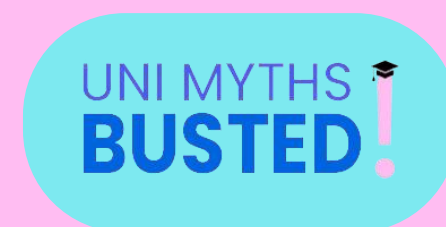
“University isn’t for people like me.”

MYTH 2

“I will struggle to find a job if I don’t get in to the ‘right’ university.”

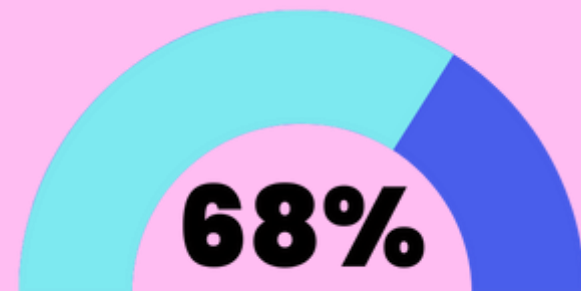
MYTH 3

“I will struggle to find a job if I don’t choose the ‘right’ subject.”

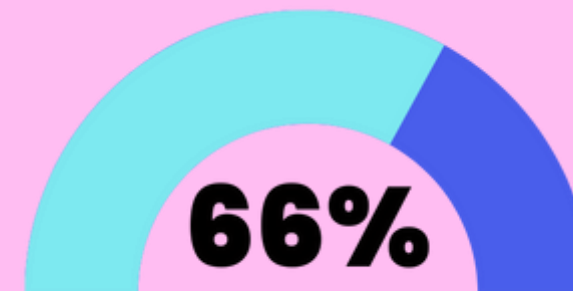


Why is this campaign needed?

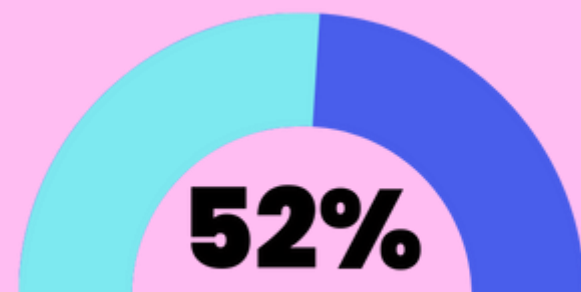
Source: Savanta Youthsight polling carried out for University Alliance July 2024



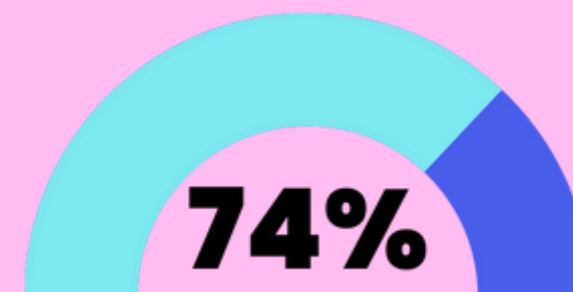
68% of university applicants feel anxious or very anxious about choosing the 'right' university. There are high levels of concern that employers will judge students who make the 'wrong' choice poorly.



Two-thirds of applicants are anxious about making the 'wrong' subject choice for their future career.



Over half of applicants worry that they aren't 'academic' enough for university.



74% are anxious that if they don't get high grades it will negatively affect their future career.

The campaign in a nutshell

The campaign will reduce information gaps that cause university applicants anxiety

- 01** Multi-channel campaign – social media, email and earned media.
- 02** White label campaign to allow organisations and individuals to create and promote their own content.
- 03** Tone: authentic, personal, developed by students for students.
- 04** Target audiences: university applicants and their careers advisors, colleges, schools, and families.
- 05** Core campaign content being led and developed by student agency Bright Young Things, with support from University Alliance and UCAS.
- 06** 4 week online campaign launch – **4-29 November 2024**, with future phases running throughout the year.

The campaign week by week

UNI MYTHS
BUSTED!

The focus of each week in November will be on a different myth. We encourage you to get involved by sharing stories and content that can help bust the respective myth.

4 – 10 November

Introduction / Launch week

11 – 17 November

Myth 1

“University isn’t for people like me”

18 – 24 November

Myth 2

“I will struggle to find a job if I don’t go to the ‘right’ university”

25 November – 1 December

Myth 3

“I will struggle to find a job if I don’t choose the ‘right’ subject”

Introduction / Launch week

4 – 10 November

- Release of polling conducted by Savanta Youthsight on behalf of University Alliance, identifying the key concerns of university applicants.
- @unimythsbusted Tik Tok and Instagram will go live.
- First introduction to some of the faces of the campaign; influencers and testimonials from students/employers/graduates.

Myth 1

“University isn’t for people like me”

11–17 November

Why this myth:

- Over half of applicants worry that they aren’t ‘academic’ enough for university.
- Students from disadvantaged backgrounds, or whose parents didn’t go to university are significantly less likely to apply for university.

Key messages:

- Lots of people from lots of different backgrounds thrive at university, and most of them are pleased they went (UUK/Censuswide).
- Different university courses are taught in different ways. Just because you don’t consider yourself ‘academic’ doesn’t mean there isn’t a university that will work for your learning style.
- Universities have lots of additional support available if you need it, be it financial, academic or wellbeing related.

Myth 2

“I will struggle to find a job if I don’t get into the ‘right’ university

18 – 24 November

Why this myth:

- 68% of university applicants feel anxious or very anxious about choosing the ‘right’ university (University Alliance/Savanta Youthsight university applicant poll June 2024) .

Key messages:

- Most employers do not mind which university an applicant studied at (CBI Economics, August 2024).
- Employers are more interested in enthusiasm, soft skills and vocational experience than they are in where you studied.
- Your future career won’t be solely dependent on choices you make now, universities will help you develop employability.
- The only ‘right’ choice is the one that is right for you.

Myth 3

“I will struggle to find a job if I don’t choose the ‘right’ subject”

25 November – 1 December

Why this myth:

- Two-thirds of applicants are anxious about making the ‘right’ subject choice for their future career. (University Alliance/Savanta Youthsight university applicant poll June 2024).

Example supportive messages to use in content:

- Subject choice matters more in some industries than others (CBI/UA research shows subject is a priority to only 52% of employers recruiting graduates).
- There are ways to change course or take conversion courses: you will not be not locked into one route for life.
- You might be surprised where different subjects can take you.
- The only ‘right’ choice is the one that is right for you.