



## Social Media Information for WorldSkills Lyon

We would love for you to get involved and help us spread the news about a remarkable group of talented young people who will represent the UK at WorldSkills Lyon 2024.

Here's some useful information to help you promote your involvement.

### Opening and closing ceremony Live Stream

We will be live streaming the opening and closing ceremonies. You can join in using this [link](#)

- WorldSkills Lyon opening ceremony – 10 September, 6pm – 8pm BST
- WorldSkills Lyon closing ceremony – 15 September, 5:30 pm to 9:00pm (BST time)

| <b>WorldSkills UK Social Media Channels - Please make sure you follow the WorldSkills UK account</b> |                                                                                                               |                 |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------|
| X                                                                                                    | <a href="https://twitter.com/worldskillsuk">https://twitter.com/worldskillsuk</a>                             | @worldskillsuk  |
| Instagram                                                                                            | <a href="https://www.instagram.com/worldskillsuk/">https://www.instagram.com/worldskillsuk/</a>               | @worldskillsuk  |
| LinkedIn                                                                                             | <a href="https://www.linkedin.com/company/worldskills-uk">https://www.linkedin.com/company/worldskills-uk</a> | @worldskillsuk  |
| Facebook                                                                                             | <a href="https://www.facebook.com/worldskillsuk">https://www.facebook.com/worldskillsuk</a>                   | @worldskillsuk/ |

| <b>Hashtag</b>       |
|----------------------|
| #WorldSkillsLyon2024 |
| #TeamUK              |
| #WSUKTeamUK          |

WorldSkills UK is delighted that Pearson has chosen to partner with us to support Team UK on their journey to WorldSkills Lyon 2024.

| <b>Pearson social media channels</b> |                 |
|--------------------------------------|-----------------|
| X                                    | PearsonBTECAppr |
| Instagram                            | Pearsonbtec     |
| LinkedIn                             | Pearson-btec    |
| Facebook                             | PearsonBTECAppr |



## Suggested social media

### Post 1

We're incredibly proud to support #TeamUK from WorldSkills UK as they showcase their skills on the global stage. Your hard work and dedication are truly inspiring and serve as a powerful reminder of the opportunities that technical education and apprenticeships can provide.

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### Post 2

We're thrilled to support #TeamUK in their journey to the WorldSkills Competition! Through the @WorldSkillsUK training program, they've nurtured incredible talent and developed the world class skills needed to support key industries, driving economic growth and innovation.

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### Post 3

Good luck, Team UK and @WorldSkills UK, as you compete at WorldSkills Lyon. You're true role models, and we're cheering for you every step of the way!

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### Post 4

Good luck, #TeamUK, at #WorldSkillsLyon2024! As proud partners of @WorldSkillsUK, your success is helping the UK meet the demands for a highly skilled and internationally competitive workforce. Your dedication and talent are truly inspiring. Go make us proud!

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### Post 5

We're cheering for #TeamUK at #WorldSkillsLyon2024! You are championing the emerging skills that are critical to investment and business growth in the UK. @WorldSkillsUK

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### Post 6

We're rooting for #TeamUK at #WorldSkillsLyon2024! Your success is inspiring young people, from all backgrounds, to consider an apprenticeship and technical education as a route to success in work and life.

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### Post 7

Congratulations to #TeamUK at #WorldSkillsLyon2024!



Your incredible skills and dedication have truly shone on the global stage. We're immensely proud of how you've represented the UK with such passion and excellence. Your hard work and commitment are an inspiration to us all.

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### **Post 8**

Huge congratulations to #TeamUK at #WorldSkillsLyon2024! Your success is helping the UK meet the demands for a highly skilled and internationally competitive workforce

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### **Post 9**

Congratulations to #TeamUK at #WorldSkillsLyon2024!

Your dedication and skills set a remarkable standard. You are championing the emerging skills that are critical to investment and business growth in the UK

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### **Post 10**

Your commitment, talent, and hard work have truly shone on the global stage, making us incredibly proud #TeamUK.

Your success is inspiring young people, from all backgrounds, to consider an apprenticeship and technical education as a route to success in work and life.

Here's to celebrating your achievements and looking forward to many more successes ahead!