

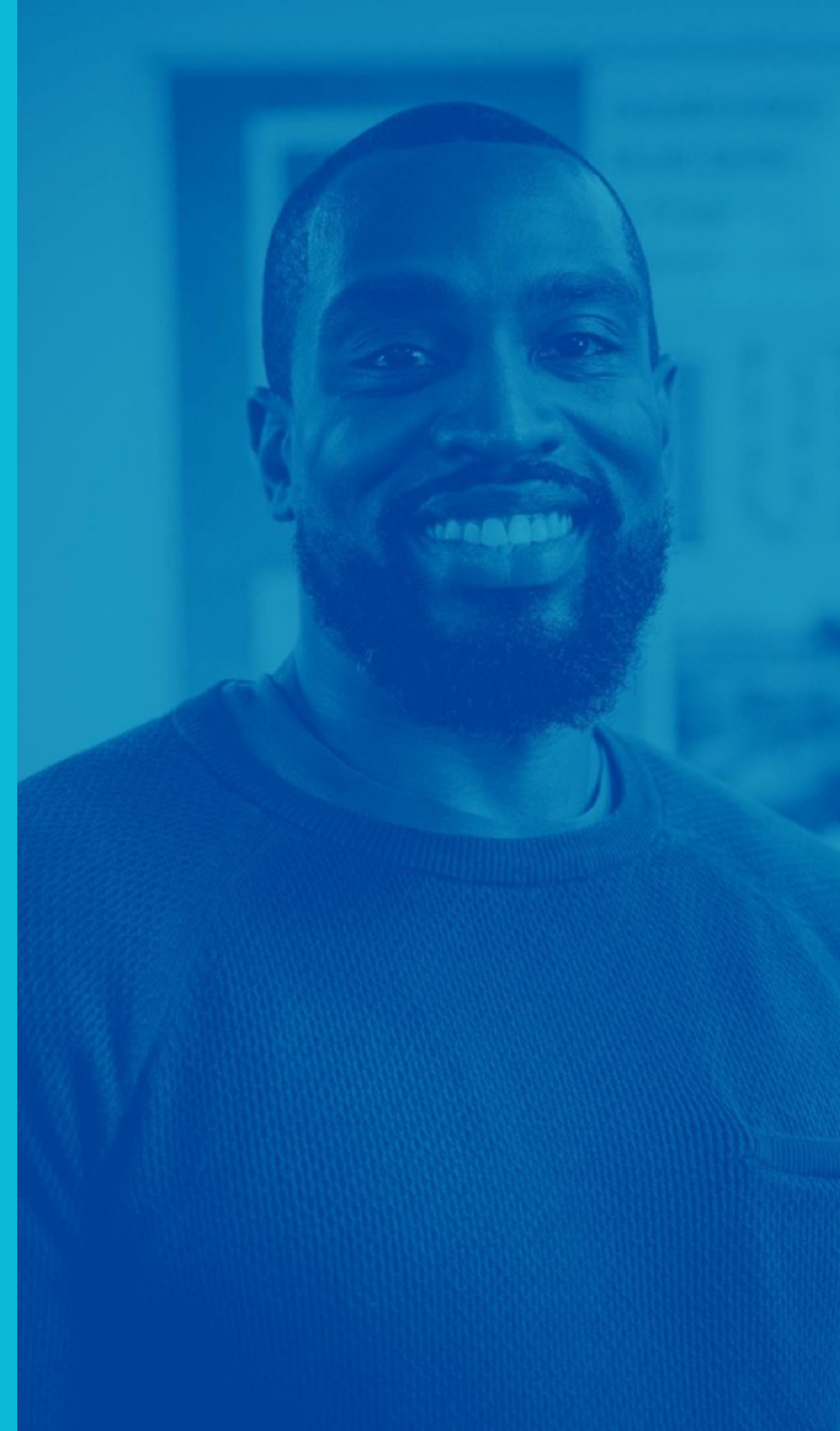
Together we transform

SET ambassador pack



Contents

- Thank you
- Introduction
- Together we transform video
- Spread the word
 - Social media posts
 - GIFs/stickers for stories
 - Starting conversations
- Contact details



Thank you!

As part of the Society for Education and Training (SET), you are already integral to championing professionalism in Further Education (FE) and Skills – and by becoming a SET ambassador you're furthering your impact on the sector.

SET ambassadors play a pivotal role in spreading the word about SET and supporting your colleagues to strive for excellence, inspire others, champion the quality of teaching and training in your sector, and fundamentally transform lives.

In this pack, we've shared easy ways for you to spread the word, and tell the story of SET to make a difference.



Spread the word

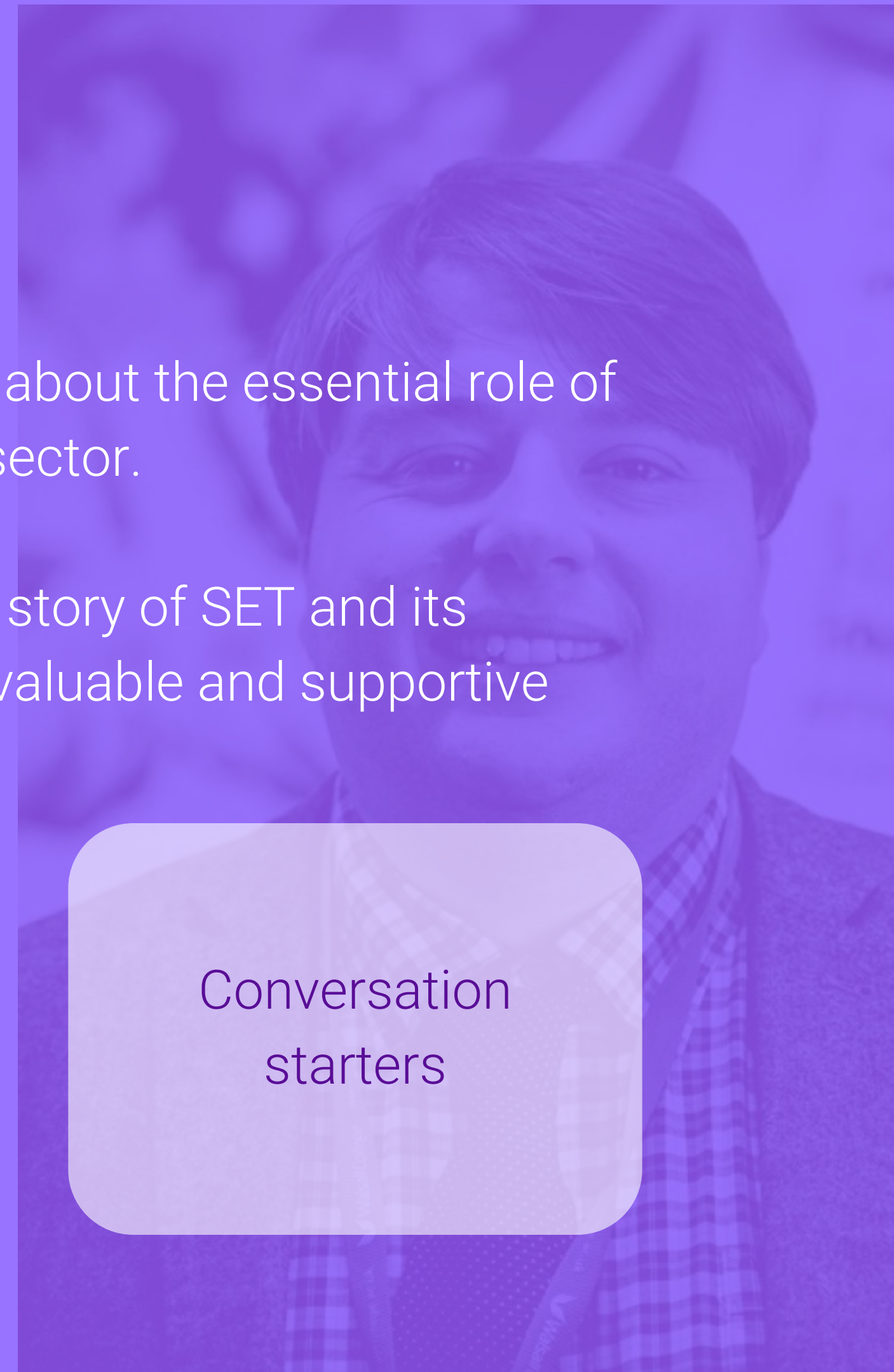
At the core, a SET ambassador helps us to spread the word about the essential role of SET in enhancing professional practice in the FE and Skills sector.

This pack will give you the tools you need to start telling the story of SET and its members, and to promote the benefits of being part of this valuable and supportive community. It includes:

Social media posts

GIFs/stickers for
stories

Conversation
starters



Social media

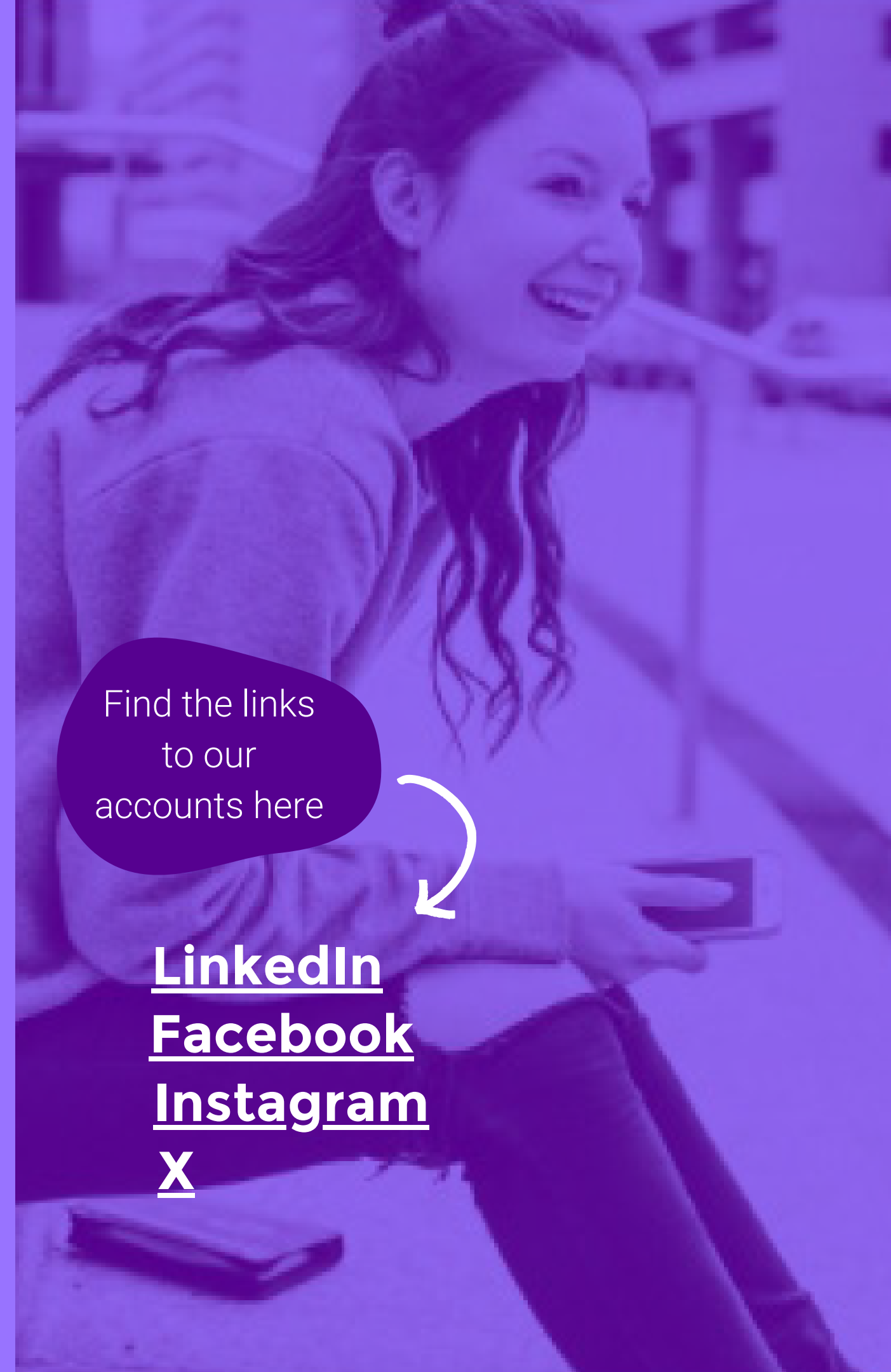
On the next page, we've included suggested social media posts for you to show your support for SET and its membership. We've also included a link below to social media graphics to post alongside.

We'd love you to tag our relevant accounts in your posts, depending on the platform, so we can engage and share. It's worth noting that some of these will be SET handles and others will be the Education and Training Foundation (ETF) – so make sure you've got the right one tagged!

[Click here to download social media graphics](#)

Find the links
to our
accounts here

LinkedIn
Facebook
Instagram
X



Social media posts

I'm proud to be a SET member, working with like-minded professionals and experts to transform lives. Drop me a message to find out more about the benefits of membership.
#TogetherWeTransform

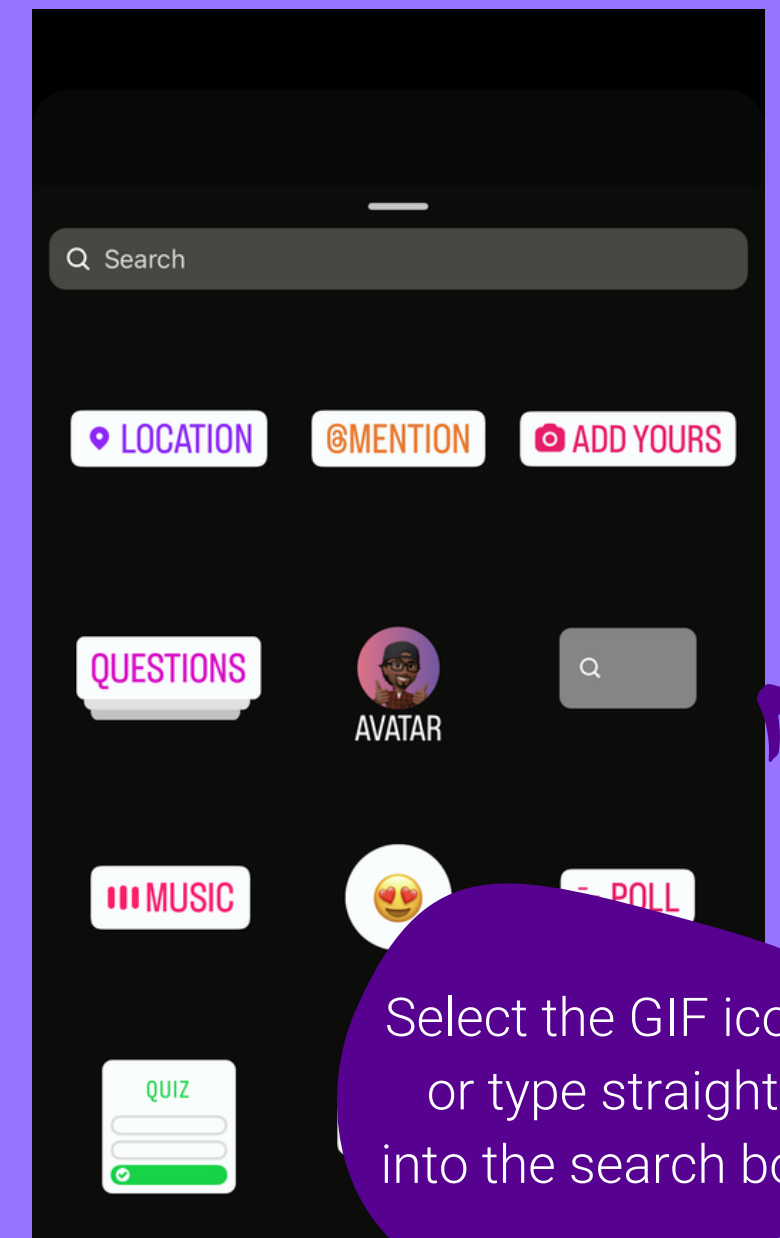
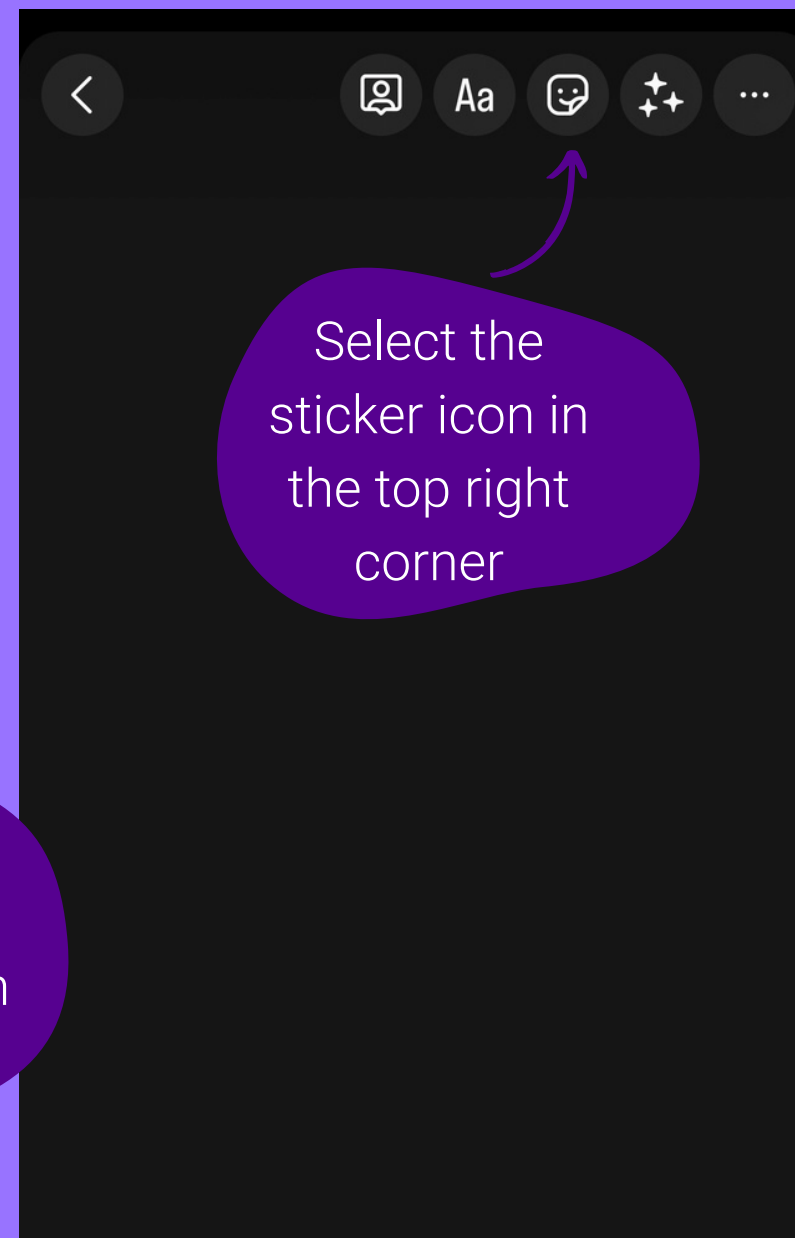
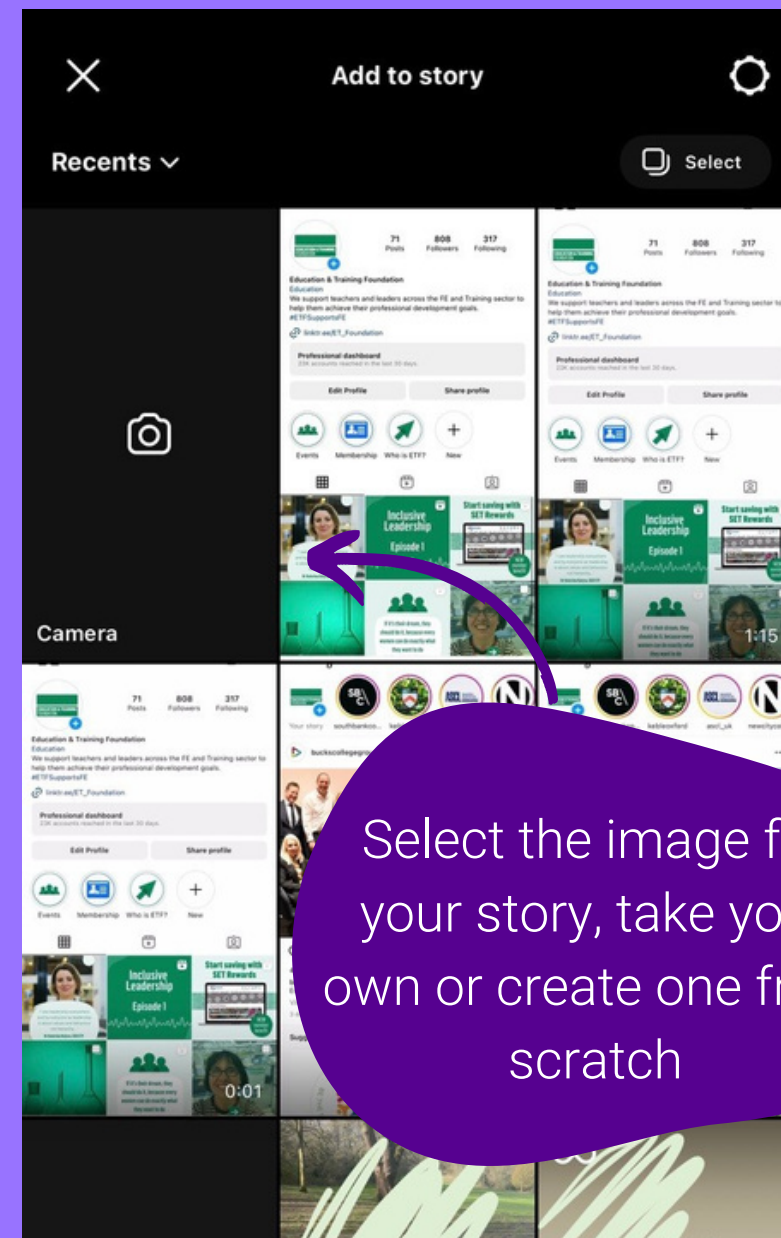
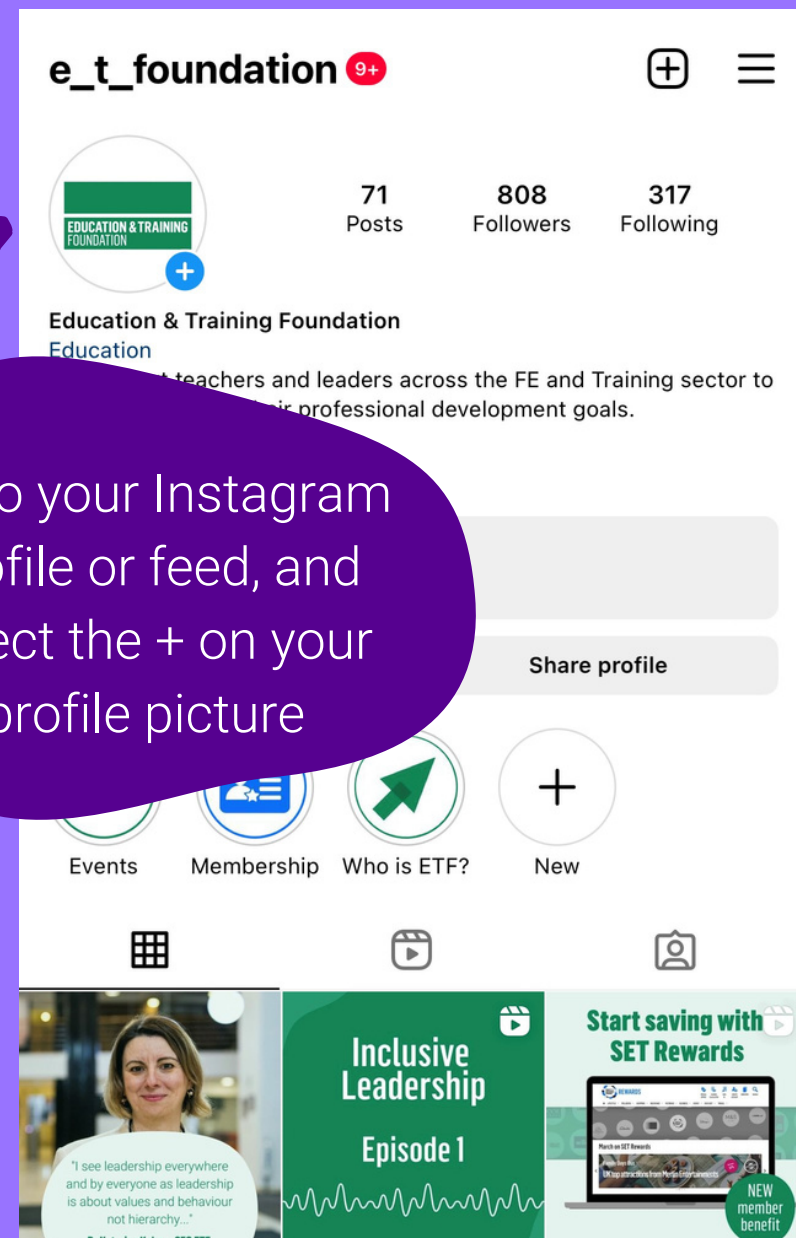
Joining SET means nurturing your own growth and inspiring colleagues and learners alike. I take pride in being SET members because we're passionate about empowering our students to succeed. Find out more here 📩 <https://set.et-foundation.co.uk/>
#FurtherEducation

Becoming a SET member showcases a dedication to personal and professional development. Myself and other SET members are on a mission to elevate teaching standards and change lives through education. Find out more 📩 <https://set.et-foundation.co.uk/>
#FurtherEducation #TogetherWeTransform

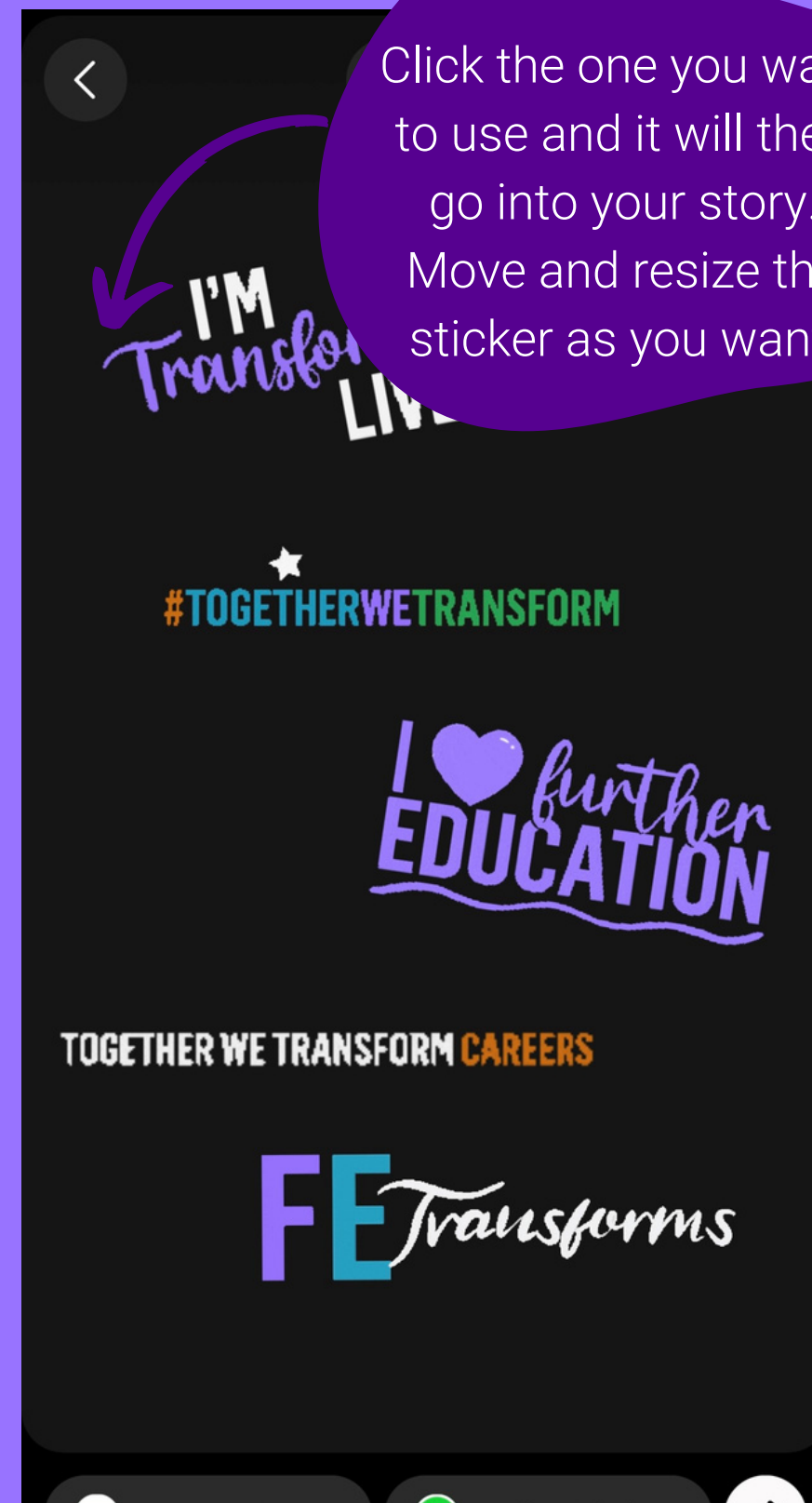
As a SET member I believe in investing in our development, so we can inspire our learners. I'm dedicated to championing quality teaching, and supporting one another to progress. Want to join SET? Drop me a message to find out more. #FurtherEducation

GIFs/stickers for stories

When you share a story on Instagram or Facebook, you can add a GIF or stickers to your story to bring it to life. We have had some created which you can find and add on yourself! Here is a quick how-to guide on how to do this.



Get creative! Share your experience of being a SET member and use the stickers to highlight the initiative.



Conversation starters

A key part of telling the SET story is spreading the word with your colleagues. We've pulled together some top tips for starting a conversation with your colleagues about SET membership:

- 1** If you're talking about career progression and professionalism, highlight the resources you've used, and signpost your colleagues to the SET website.
- 2** Ask your colleagues if they've ever considered joining SET.

- 3** Share any insightful SET newsletters with those who may be interested.
- 4** Let your colleagues know about the SET events you've attended, and the amazing people you get to meet.
- 5** Follow up after chatting – make sure you send along a link to SET via text or email, making it easier for them to become a member.

Together we transform

At SET, we recognise the transformative impact of FE and Skills on people across the UK – for those who work in it, and those who experience it. We've launched the SET ambassador initiative to shine a light on the FE and Skills sector, raising the status of your profession, championing the quality of teaching and skills across FE, and driving awareness of the sector in transforming the lives of their learners.

We want to encourage professionals to become SET members in order to access tools to further enhance professional practice, progress their career, connect with like-minded individuals, and inspire colleagues and learners alike.





Contact details

If you have any questions, want to share your stories about further education or have any additional ideas, please email us below and we'd be happy to help.

Rachel Carlyon
Membership Marketing Manager
EDUCATION AND TRAINING FOUNDATION:

rachel.carlyon@etfoundation.co.uk

