


***T LEVELS WEEK TOOLKIT***

***13 – 17 OCTOBER 2025***

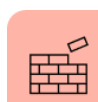
# T LEVELS WEEK OVERVIEW


**13 – 17 October 2025** marks national **T Levels Week**. With the new academic year underway; a new T Level subject in Marketing available; new students, providers and employers on board, there's a lot to celebrate!

We would love T Level providers and employers to get involved with the week through events, PR and social media, using the dedicated hashtag **#TLevelsWeek**.

 During T Levels Week, the Department for Education will amplify provider and employer content on our social media channels. We will also use our business and stakeholder networks to amplify and share T Level stories and messages. T Level Ambassadors are planning lots of exciting activities throughout the week and will encourage people to get involved.

## How You Can Take Part

 To support your activity during T Levels Week, we have created a range of content in this pack for you to use, including newsletter copy and draft social posts, for you to adapt and share on your channels. These are for guidance; as providers, employers and ambassadors; you know best what comms work for your audiences.

 T Levels Week is a great opportunity to emphasise that T Levels are a high-quality qualification; to help raise awareness of them in your area and across the country; celebrate fantastic employers and industry placements; and encourage new employers to offer industry placements and develop their future talent pipeline.

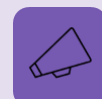
This will help to drive registrations for September 2026 and beyond. There are a number of ways for you to participate, such as:

- sharing the experiences and successes of your T Level students and alumni across your social media channels
- hosting a T Level event – this could be an Open Day, breakfast or other celebratory event. Inviting local media, local MPs and Employer Representative Bodies to attend can be a great way to create a buzz
- showcasing your star T Level teachers, employers or the T Level subjects you offer
- promoting the range of industry placements available and the valuable experience they offer students

If you have any questions about the following content or want to find out more about celebrating T Levels, please contact: [tlevel.delivery@education.gov.uk](mailto:tlevel.delivery@education.gov.uk)

**TL**

LEGEND



Advice, hints & tips



Tools for you and colleagues



Ask for your participation



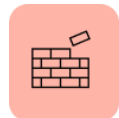
# CONTENTS



This document contains the following tools and content for you to use:

- Products
- Sample newsletter content
- Quote from Minister Smith
- Useful links
- Information on Themed Days
- Suggested content calendar
- Sample social media post copy for providers
- Progression information
- Request for employers
- Sample social media post copy for employers and ambassadors
- Examples of T Levels success stories in social media
- Guide to creating video content

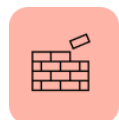
# PRODUCTS



## Dedicated Hashtags

For the week we encourage our audiences to use **#TLevelsWeek**. The Department for Education will be sharing a range of celebratory content on its channels using this hashtag - as will other providers and employers across the country. Please use this hashtag on all social media content you share to help drive interest in T Levels.

If you are a T Level Ambassador, please include the hashtag **#TLevelHero**.



## T Levels templates and designs

We have developed a [collection](#) of leaflets, posters and templates for promoting T Levels which you can adapt for T Levels Week. Please note that the photography that features in some of these templates must be swapped for your own or removed when using these resources. And we have developed a T Levels Week background for your Teams calls and a digital badge that you can use in your slides and email signatures.

You can download them [here](#).



## Organising your own event

We would also encourage you to arrange your own T Levels Week event – this could include a showcase of your courses, facilities and employer partners. As well as sharing inspirational stories from current or former students, your teachers and brilliant industry placements, inviting local MPs and Employer Representative Bodies to attend can be a great way to create a buzz around the ceremony.

**If you have plans to hold your own event**, please share images and updates from your event on social media using the hashtag **#TLevelsWeek**.

# NEWSLETTER CONTENT TEMPLATE

The following suggested template copy is for you to adapt and use in your newsletter, blog or on your website so you can share the successes and progress of your T Level students. Please share this via your channels during T Levels Week.



## NEWSLETTER

### Celebrating T Levels students this October!

13 – 17 October is T Levels Week, and we're so proud to be marking this moment and celebrating the success of our students. We started offering T Levels in [X insert qualification names X] in [insert year]. We have now expanded our T Level offer to include [insert additional courses available from September 2025 if applicable].

T Levels are two-year courses that young people can take following GCSEs. Broadly equivalent in size to 3 A levels and accruing UCAS points. T Levels are developed in collaboration with employers to ensure that students will be equipped with the skills they need. They offer a mixture of classroom learning and 'on the job' experience with at least 45 days spent on an industry placement with an employer. With a T Level, students can progress straight on to skilled work, higher study or apprenticeships.

Our T Level students have achieved amazing results. They are moving on to such a wide range of next steps, with some going straight into the workplace and others starting a higher-level apprenticeship or going to university [add examples where possible]. We're looking forward to seeing how they succeed in the future.

Join us on social media as we celebrate our students this October, we will be sharing content with the hashtag **#TLevelsWeek**

For more information on T Levels [and T Level Foundation Year], and for advice on applying visit [enter Provider Name relevant URL].

# QUOTE FROM MINISTER



Following is a quote from the Minister for Skills Jacqui Smith for you to use across your channels. You could add this to the news or media section of your website, include in press releases and/or share with local media contacts:

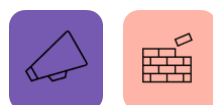
## Minister for Skills Jacqui Smith said:

"T Levels are at the forefront of this government's technical education offer. They are excellent qualifications based on employer-led standards and they break down barriers to opportunity, giving young people hands-on experience through industry placements.

"T Levels are also helping to build talented workforces - around a third of T Level students who progress into employment get jobs with their T Level Industry Placement employer.

"I'm delighted to champion T Levels Week as we ensure these qualifications continue to thrive through our Plan for Change. T Levels are growing year on year, with £28 million of additional investment this year for specialist equipment. I would encourage young people to consider taking a T Level – including the brand new Marketing T Level – as a fantastic route into a rewarding career."

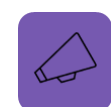
# USEFUL LINKS



Below are some links to content and resources that you may find useful when developing your own T Levels Week comms:

- [T Levels website](#)
- [T Levels Week assets](#)
- [NEW! 'Did you Know?' T Level display screens](#)
- [T Levels support for providers](#)
- [Resources for teachers and careers advisers](#)
- [Parents' Guide to T Levels.](#)
- [T Levels support for employers](#)
- Please also sign up for the T Level newsletter [here](#)
- Sign up to be a [T Level Ambassador](#)

# ***THEMED DAYS***



Each day of T Levels Week will be themed, and our approach will be to showcase activity, such as case studies and social posts that will complement this approach. **Please use these themes to generate social media content for your respective audiences – some ideas below but feel free to go big and bold!**

- Monday – **Local Opportunities**
- Tuesday – **Progression Paths**
- Wednesday – **Workplace Wednesday (Employers and Industry Placements)**
- Thursday – **Student Voices**
- Friday – **Celebrating Success**

# SUGGESTED CONTENT CALENDAR FOR THE WEEK

Content plan	Monday 13 October	Tuesday 14 October	Wednesday 15 October	Thursday 16 October	Friday 17 October
<b>Daily theme:</b>	<b>Local Opportunities</b>	<b>Progression Paths</b>	<b>Workplace Wednesday (Employers and Industry Placement)</b>	<b>T Level Student Voices</b>	<b>Celebrating T Level Success</b>
<b>Provider suggested content</b>	Examples of partnership with local employers for student placement	Social post with details of positive student outcome data	Social post showing the range of employers hosting students  Host an event with employers and students, amplify in social media	Social posts and videos featuring a diverse range of students talking about their T Level experience	Wrap up of the week with more student stories
<b>Message:</b>	Value of T Levels	T Levels give great opportunities	Benefits of industry placement	Broad access to and range of subjects in T Levels	T Levels benefit young people and employers
<b>Platform:</b>	Meta/X/LinkedIn	Meta/X/LinkedIn	Meta/X/LinkedIn	Meta/X/LinkedIn	Meta/X/LinkedIn
<b>Employer suggested content</b>	Best practice for hosting T Level students	Student placement case studies- videos and text	Employer case studies – videos and text	Student placement case studies – videos and text	Employer campaign case study Skills Awards montage
<b>Message:</b>	Support for T Levels	Support for T Levels	Support for T Levels	Support for T Levels	Support for T Levels
<b>Platform:</b>	Meta/X/LinkedIn/blog post	Meta/X/LinkedIn/blog post	Meta/X/LinkedIn/blog post	Meta/X/LinkedIn/blog post	Meta/X/LinkedIn/blog post
<b>Social sharing:</b>	Sharing of Provider and Stakeholder posts using #TLevelsWeek; #TLevelHero for Ambassadors	Sharing of Provider and Stakeholder posts using #TLevelsWeek; #TLevelHero for Ambassadors	Sharing of Provider and Stakeholder posts using #TLevelsWeek; #TLevelHero for Ambassadors	Sharing of Provider and Stakeholder posts using #TLevelsWeek; #TLevelHero for Ambassadors	Sharing of Provider and Stakeholder posts using #TLevelsWeek; #TLevelHero for Ambassadors



# SAMPLE SOCIAL MEDIA POSTS – PROVIDERS

The following suggested social posts could be adapted and used on your social media channels.. Please use **#TLevelsWeek** on all social media posts to help drive conversation around this topic and so DfE can find and share your posts.



Suggested social post copy	Suggested imagery
Would you like follow in the footsteps of our fantastic T Level students? From [insert course name] to [insert course name] - we now have a wide range of brilliant T Levels available. To find out more, visit [enter Provider URL] #TLevelsWeek	Images of T Level students/ T Level classroom/facilities
Did you know every T Level includes an industry placement? This year, our Year 2 T Level students will get a taste of what a real career is like. If you're interested in taking a course that blends classroom learning with an industry placement, visit [enter provider URL] #TLevelsWeek	Images of T Level students on their industry placement
T Level student [name] has just finished studying their T Level in [enter course] and is going on to [enter job, university or apprenticeship next step]. We're so proud of [name] and everything our T Level students have achieved. Find out more about our T Levels courses, visit [enter Provider URL] #TLevelsWeek	Images of named T Level students and employer/in classroom
[T Level student name] is studying for their T Level in [enter course] and will start an industry placement with [employer name] this year. We're so proud of [name] and everything our T Level students are achieving. Find out more about our T Levels courses, visit [enter Provider URL] #TLevelsWeek	Images of named T Level student
If you're interested in a T Level but think you'll benefit from some additional support and preparation to get T Level ready, find out more about our T Level Foundation Year by visiting [enter Provider URL] #TLevelsWeek	Images of T Level Foundation Year students in T Level classroom
We now offer a brand-new T Level in Marketing. Every course includes at least 45 days on an industry placement so you can find out what your exciting career could be like. Visit [enter Provider URL] #TLevelsWeek	Image of facilities

# HIGHER APPRENTICESHIPS AND HIGHER EDUCATION



**92% of T Level students were in study, work or apprenticeships following their course**

## Higher apprenticeships

- T Levels provide a strong route into apprenticeships - **over two thirds** of T Level students who take up apprenticeships go straight into higher or degree-level apprenticeships

## Employment

- 71%** of T Level learners agreed that their course prepared them for the workplace – this is 10-15 percentage points higher than for learners on comparable Level 3 courses.
- Around **a third** of T Level students who progress into employment get jobs with their T Level Industry Placement employer

## Higher education

- T Levels accrue UCAS points with a Distinction\* being the same as 3 A\*
- Over 160** Higher Education Institutions including Russell Group now offer places on their degree courses to T Level students
- In 2023 and 2024, **97%** of T Level learners who applied for Higher Education through UCAS received at least one offer.
- Previous cohorts are taking degrees in childcare, teaching, engineering, computing

**Department for Education** @educationgovuk

Last week we met Sydney from @MidKentCollege, an inspiring student passionate about a career in construction.

We're thrilled Sydney has now secured a degree apprenticeship with @Gallagher\_Team. Congratulations, Sydney, and best of luck in your journey ahead! #Results2024



<https://t.co/UIV2iuzXv2> / X

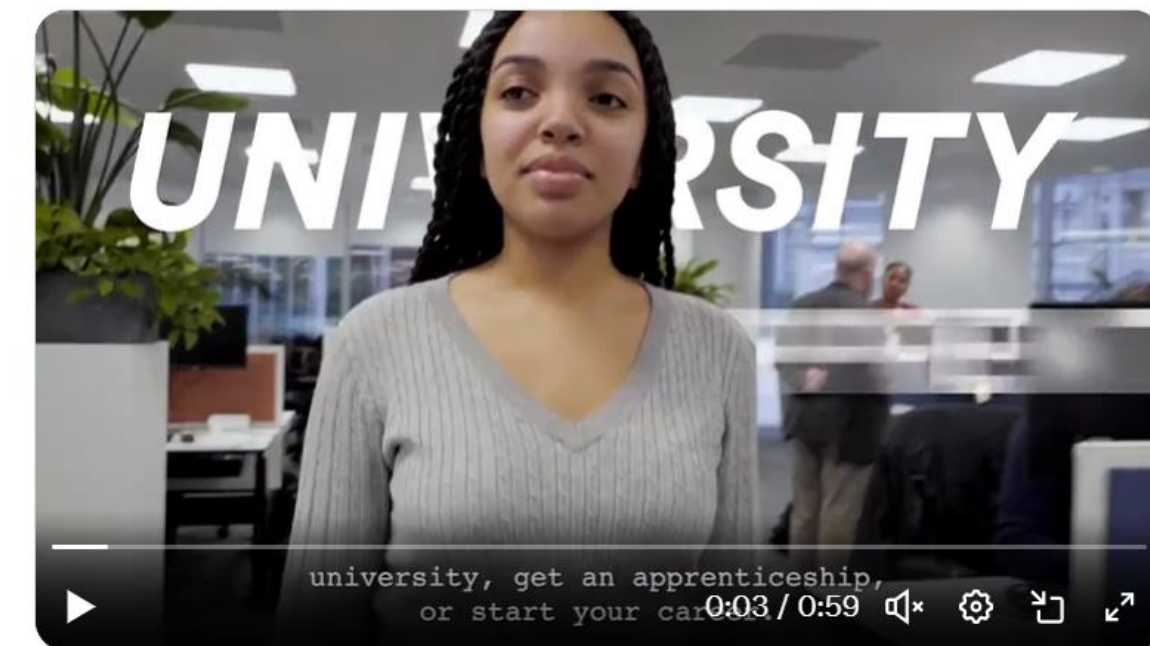
**Department for Education** @educationgovuk

"T Levels are fun, informative and life-changing."

Listen to the brilliant Shayana, who went on to an internship with @GatsbyEd after completing her digital T Level.

She's now planning to take on an apprenticeship in cybersecurity

#TLevels



<https://x.com/educationgovuk/status/1651855053852925953>

# HIGHER TECHNICAL QUALIFICATIONS



Celebrate technical qualification progression routes. HTQs are Level 4 & 5 qualifications that are sector specific and approved to employer standards. HTQs are a great next step for T Level students!



## Do you already deliver HTQs? Share your student stories!

Get current learners and graduates to complete the "[share your learning journey](#)" consent form.

Example social media post: [Meet James, T Level to HTQ student](#)

Example social media post: [National Careers Service, Owen and James, T Level to HTQ students](#)

Example blog post: [Case Study 4 - T Level to HTQ Student](#)

Example provider blogs: [Training Blog posts](#)



HTQ resources to embed: [Video assets](#)



## Key messaging for Progression from T Levels:

- Gain high-quality skills that are sector specific and align with employer needs
- HTQs blend academic and technical learning
- Flexible learning options as HTQs can be studied full-time or part-time, alongside other commitments
- Funding is available through student finance, covering tuition fees and maintenance loans towards living costs, just the same as studying for a bachelor's degree
- Focused learning for industry specific skills. HTQs typically take 1-2 years, meaning learners can enter the workforce quicker than a 3-year degree, taking out less student finance
- Good progression opportunities - students have the choice of a route to further study (apprenticeship, university) or straight into skilled employment.

## T Level to HTQ progression examples



### James

- Blackpool and Fylde College
- T Level in Design, Surveying and Planning for Construction

Progressed to:

- HTQ in Construction and the Built Environment

*"The course seemed a natural progression from my T levels"*



### Ben

- University Centre Weston
- T Level in Design, Surveying and Planning for Construction

Progressed to:

- HTQ in Civil Environment

*"After my T Levels, this course was identified by my employer as the right course"*

# EMPLOYERS AND INTERMEDIARIES



If you are currently hosting a T Level student on industry placement or have previously welcomed T Level students into your business, help us to spread the word about the business benefits of T Levels during #TLevelsWeek

## Our asks of you:



### Before T Levels Week

- Follow the dedicated [@TLevels LinkedIn](#) account.
- Share your T Level successes on your social channels. From welcoming your first T Level student on industry placement to retaining T Level students in your business – whether in full time roles, on apprenticeships, or onto Higher Technical Qualifications. Remember to use the hashtag **#TLevelsWeek** and tag us into your posts so we can easily find, like and reshare them.
- Fill out our quick and easy [Employer Case Study form](#). Take two minutes to tell us why skills and training programmes like T Levels are benefiting employers like you.



### During T Levels Week

- Share your T Level successes on your corporate social channels. From case studies to celebrations, we want you to spread the word about our talented T Level students and the business benefits you've realised through T Levels. We're looking for lots of social activity across all sectors, including Engineering and Manufacturing, Construction, Health and Science, Digital and IT – and even our three new sectors: Animal Care and Management; Craft and Design; Media, Broadcast and Production.
- Remember to use the hashtag **#TLevelsWeek** and tag us into your posts so we can easily find, like and share your successes .
- T Level Ambassadors play a crucial role in championing T Levels, and have many exciting activities planned for T Levels Week. If you are a T Level Ambassador, please include the hashtag **#TLevelHero**. If you would like to find out more about becoming an Ambassador, visit our [dedicated webpage](#).

**TL**



**SKILLS  
FOR LIFE  
T LEVELS**

# SAMPLE SOCIAL MEDIA POSTS – EMPLOYERS AND AMBASSADORS

The following suggested social posts could be adapted and used on your social media channels.. Please use **#TLevelsWeek** and **#TLevelHero** on all social media posts to help drive conversation around this topic and so DfE can find and share your posts.



Suggested Social Media Copy	Audience	Suggested Imagery
[T Level student name] has done amazing work delivering project [insert details] while on their industry placement with us at [insert employer name] #TLevelsWeek	Employers	Images of projects/facilities/employer site
This #TLevelsWeek, we're shining a spotlight on our [current/former] T Level student <name>, who is [insert course name]. T Level learners like [name] are helping us to create a talent pipeline of skilled future employees to our business. Well done [name]! #TLevelsWeek	Employers	Images of students at employer site
#TLevels are a great way to bring fresh new talent into our business. We're celebrating #TLevelsWeek by hosting our next T Level learners on industry placement! Looking forward to welcoming our future employees. #TLevelsWeek	Employers	Images of students at employer site
I'm proud to champion T Levels/attend [insert details] event as a T Level Ambassador #TLevelHero #TLevelsWeek	T Level Ambassadors	Images of TAN events/Ambassadors
I'm excited to congratulate the new Chair of the T Level Ambassador Network in the [North/Midlands/South] [NAME to be announced in the week] #TLevelHero #TLevelsWeek	T Level Ambassadors	Images of TAN events/Ambassadors
Huge congratulations to our T Level students who have moved onto exciting degree apprenticeships at companies like [insert employer name]. To find out more visit [enter Provider URL] #TLevelsWeek	Employers and Ambassadors	Image of T Level student

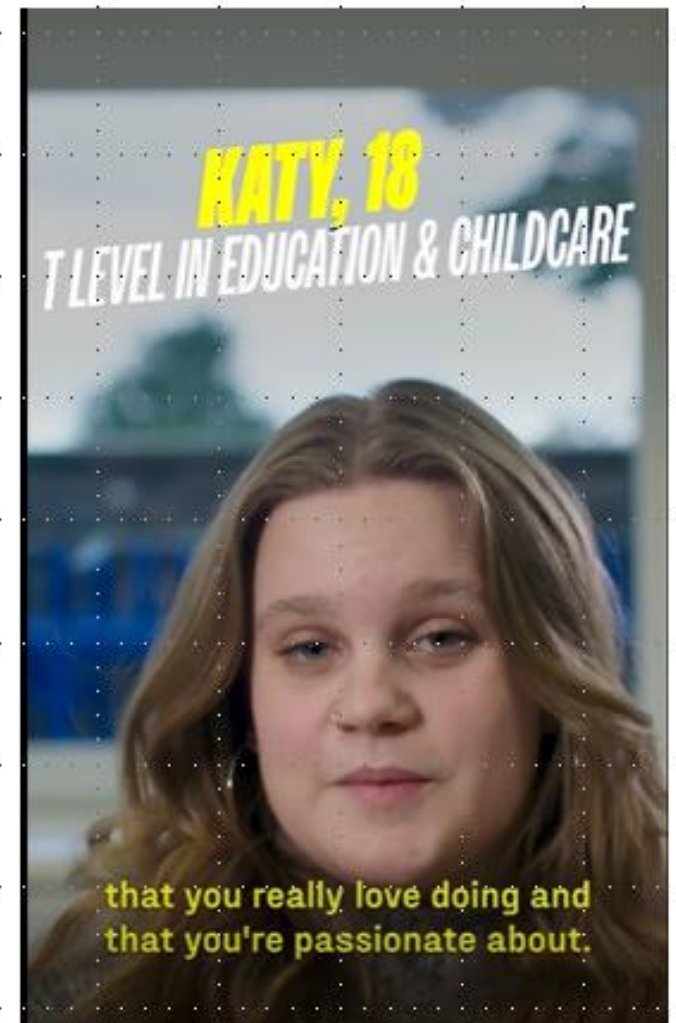


# SAMPLE STUDENT VIDEOS

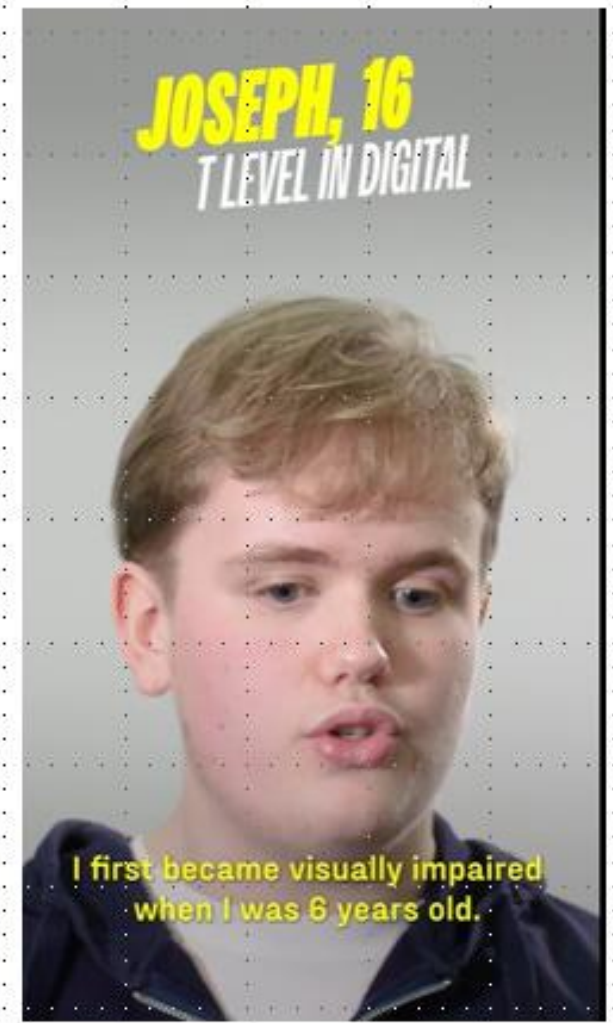
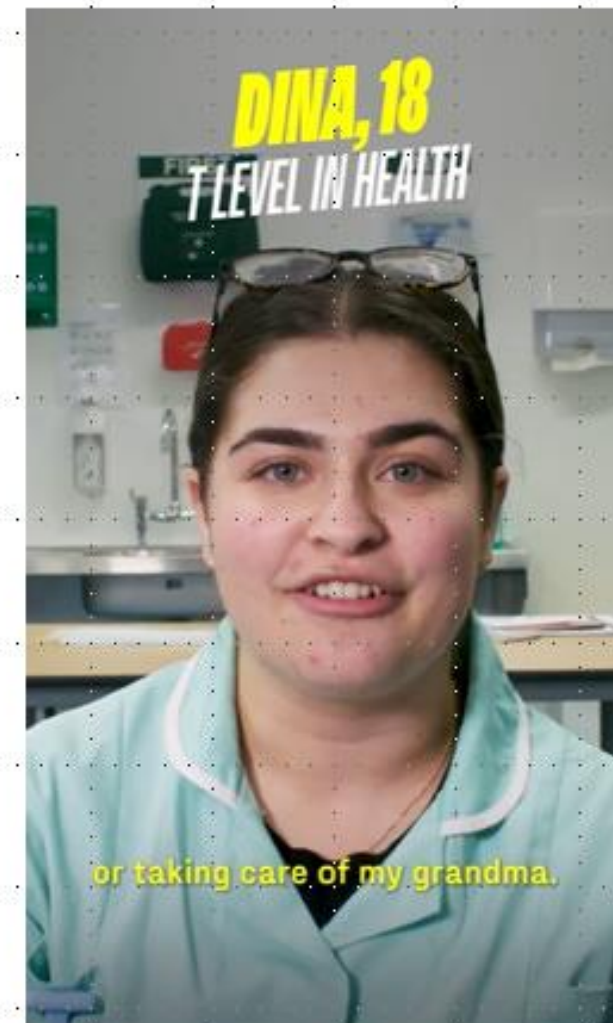
- We filmed a day in the life of three T Level students in Education, Health, and Digital plus T Level of the Year winner Fernanda Vargas
- Their stories, featured on Snapchat Explore and YouTube, show how young people “Go with the Flow” when choosing technical education
- The videos capture their personal stories in an engaging way and have gained strong engagement on social platforms
- Consider filming your own students to tell their stories and inspire other young people to explore T Levels.



How my T Level has set me up for future success: Fernanda’s story



Katy and Dina

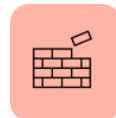


Joseph

# GUIDE QUESTIONS FOR VIDEO CONTENT

This is a great time to hear from your T Level students. We want to show that T Levels are an excellent choice for young people and can lead to good career progression.

## Overview



To showcase your own students by creating case studies, we've drafted a guide below to help you produce content yourself. **If you create any content celebrating your T Levels students, then please do share it with DfE** so we can consider it for use on our channels too. **Please send content to [tleveldelivery@education.gov.uk](mailto:tleveldelivery@education.gov.uk).**

To keep the content as natural as possible, we would recommend your T Level students keep it personal – focusing on their own experiences. Questions to guide their talking points for the video include:

- Why did you choose to take a T Level instead of another option?
- For T Level Foundation Year students:
  - Why did you choose to take a T Level Foundation Year instead of another Level 2 option?
  - What do you like about the T Level Foundation Year?
- What career guidance or advice did you receive to help you make your decision?
- What do your parents think about T Levels?
- What appealed to you about your specific course?
- What are the highlights of your course?
- Where did you do your industry placement?
- Did you enjoy your industry placement/what did you learn from this?
- What's next for you?
- What would you say to others considering a T Level? Would you recommend it?
- Where can people find out more? Search **Skills for Careers** to find out more.

*Note – you may also find these questions useful if you are producing written case studies that celebrate your T Levels students for your website and PR.*



## Considerations

- Ask your students participating in case studies if they are happy to sign a written consent form which should outline clearly how their data and content will be used
- You should not share any identifying personal data, such as full names. All data should be treated in line with your data protection guidelines.

# ADVICE FOR FILMING YOUR OWN CONTENT

We recommend you film no more than 1-2 minutes of content to keep the video snappy and engaging. The tone should be relatively relaxed and informal, and you could try to film it in short bursts if easier, if you are able to edit it together afterwards. We recommend the final video is around 30 – 60 seconds in length so it is shareable across social channels.



## Top tips for filming (to share with students)

- Wear something with plain colours, not grey or striped
- Have your phone at least 1.5m from your face
- Landscape orientation is better than portrait
- Stand just off-centre of frame, talking directly to camera
- In the frame you should be waist up with a little bit of space above your head and any props in shot
- Light source should be in front of you, not behind
- Find a room with minimal background noise
- Phone should be at eye level and not angled up or down
- See if you can prop the phone somewhere rather than someone holding as the shaky image may not be consistent next to the other shots

## Call to action

To get the most out of the video content, make sure you include a clear call to action on an end slate and in any social posts you share about the video – i.e. Search **Skills for Careers** to find out more about T Levels or For more information on T Levels and for advice on applying visit [\[enter Provider Name relevant URL\]](#).

***THANK YOU***