

## [re]boot social media boost budget

WYCC can offer a 'social media boost budget' of **£250** per course as a means of supporting your course-specific activity to target the appropriate markets. This is available for each time the course is run (per cohort)

This activity needs to complement your [re]boot marketing plan and must adhere to the [re]boot marketing brand guidelines.

### Each time your course outlines are approved:

1. WYCC writes the course info for the [WYCC website listing](#) and is sent to the LEP (Abbie McColl – Communications Officer) to list on the [Futuregoals website](#)
2. A **purchase order** will be raised by WYCC and sent to the college in order to invoice for up to £250 of social media advertising –please reference [re]boot and the course title and course date in the invoice.
3. Enquiries from the Futuregoals and WYCC website go to the WYCC skills advisors team via the [WYCC \[re\]boot enquiry form](#) and are then forwarded to colleges.
4. Colleges should add each [re]boot course listing to your [re]boot page on your website – the call to action is up to you, but you might like to take enquiries to a direct email address or phone number within the college. (as per guidelines)

### To claim your £250

When invoicing, please send a screen shot of the boosted advert/s on your chosen social media (LinkedIn, Facebook, Twitter or Instagram) and the payment receipt for our records. The invoice amount can be up to £250 inclusive of VAT.

Send your invoice to [wyccinvoices@leedscitycollege.ac.uk](mailto:wyccinvoices@leedscitycollege.ac.uk) and copy [marketing@westyorkshirecolleges.ac.uk](mailto:marketing@westyorkshirecolleges.ac.uk)

### Social media adverts/boosted posts

Choose the eligible target market for you course (employed, 18+) and make the content specific to the course on offer.

Always include **#Futuregoals #ESF** and include the name of the project, **[re]boot**, in the content. Where possible please tag **@LeedsCityRegion** and **@WYCColleges** (or find us on LinkedIn). Note WYCC is not active on Facebook or Instagram so cannot be tagged or repost.

You can use the [re]boot social media graphics provided in the Members Area of the WYCC website which are sector specific (construction, engineering or digital). You can use your own photography in addition to these graphics.

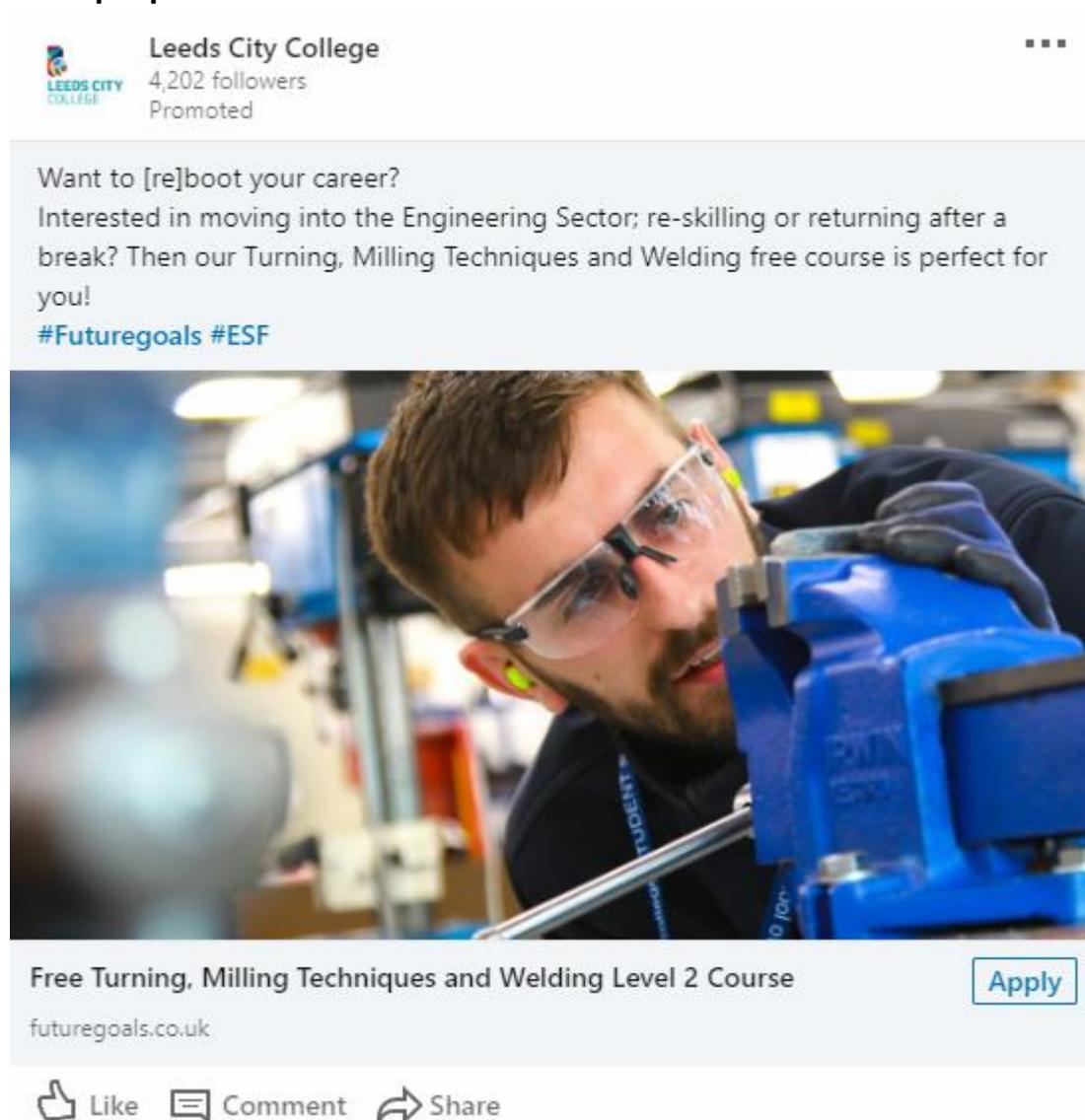
**Call to action:** You don't want to lose someone who has clicked the link on the advert and then been directed to a non-specific website/page. Therefore if you don't have a dedicated page on your website set up **yet**, please feel free to put the link on the ads to either Futuregoals or WYCC website listings

- <https://futuregoals.co.uk>
- <https://www.westyorkshirecolleges.co.uk/contracted-projects/reboot/reboot-courses>

Here they will find the course information and can enquire through WYCC.

**Sign off:** Please send your content to [marketing@westyorkshirecolleges.ac.uk](mailto:marketing@westyorkshirecolleges.ac.uk) for sign off before boosting.

### Example post



**Leeds City College**  
4,202 followers  
Promoted

Want to [re]boot your career?  
Interested in moving into the Engineering Sector; re-skilling or returning after a break? Then our Turning, Milling Techniques and Welding free course is perfect for you!  
[#Futuregoals](#) [#ESF](#)

Free Turning, Milling Techniques and Welding Level 2 Course [Apply](#)  
[futuregoals.co.uk](https://futuregoals.co.uk)

Like Comment Share