

## Skills Champion social media guidance

### Social Media

When posting on social media, please make sure to tag **@WorldSkillsUK** in all posts related to Skills Champions. You can find us on LinkedIn, Facebook, Instagram, TikTok, YouTube, and X (formerly Twitter).

**Please note:** We won't be able to engage with any politically motivated posts. Please be mindful of this and the impact your posts as Skills Champions might have.

### Hashtags

#WorldSkillsUK #SkillsChampion #SkillsForLife #Apprentice #Learners  
#TechnicalEducation

### Some examples and wording you could use

Proud to be a @WorldSkillsUK Skills Champion — flying the flag for technical excellence and inspiring the next generation to think big about their futures.

#SkillsChampion #WorldSkillsUK #SkillsForLife

As a @WorldSkills UK Skills Champion, I'm part of a brilliant community of role models using our experience to inspire others. Together, we're championing the power of apprenticeships and technical education.

#SkillsChampion #SkillsForLife

From competitor to champion! I'm proud to now be a @WorldSkillsUK Skills Champion — sharing my journey, promoting skills-based education, and helping more young people discover what's possible through technical learning.

#WorldSkillsUK #SkillsChampion

I'm excited to share that I'm now a @WorldSkills UK Skills Champion — an ambassador for technical excellence, proud to promote apprenticeships and inspire the next generation through the power of skills.

If you have any questions or would like any content checked, you can **contact our Comms Manager, [Harriet](#)**.