

How we're communicating....

Online advertising – We have extended the reach of our advertising to target those who may be interested in becoming a teacher. We have also embarked on behavioural targeting – enabling us to target potential applicants based on the information they have browsed on the internet.

Social media – We're continuing to drive learners to our social media accounts, where we're providing application advice. We are also continuing with our online campaigns across Adwords, Facebook, and Twitter.



Our information pack – Over 21,500 applicants have now signed up for our [UCAS Teacher Training information pack](#). The aim of the pack is to provide information to applicants who are navigating their way through the application process. You can [sign up for yours](#) today.

Email – In the next week, we will be emailing all applicants who are eligible to use Apply 2 to make them aware of the service, and to give advice about how they can [add a choice in Apply 2](#).