Launched 15.10.24

BBC

micro:bit
competition

Gladiators

Social media and comms pack

#Gladiatorsmicrobit

CONTENTS

BBC

micro:bit
competition

INTRODUCTION

The BBC Gladiators micro:bit competition is a partnership between Gladiators, BBC Education and the Micro:bit Educational Foundation, designed specifically for students aged 7 – 11 years old.

The competition aims to spark creativity in primary school children, challenging them to **design** a **gadget** that **enhances a Gladiator's performance**.

The competition perfectly brings together the KS2 Design Technology curriculum with children's love of the hugely popular Gladiators. It can easily be scheduled into the school timetable as an **afternoon lesson** or as part of a design unit.

COMPETITION DETAILS

It's all about design and is the perfect way to start with micro:bit. No programming experience is needed, just excitement to explore and create. It launched on the 15th October with a Live Lesson now available on the BBC Teach website.

Teachers will be fully supported with curriculum-aligned lesson plans to guide their students. Schools can submit a maximum of three entries. Simply block out an afternoon and let your class dive into a fun, creative learning experience they won't want to miss. With exciting prizes, it's a fantastic opportunity to inspire your students.

Entry window closes at midday on 6th December 2024.

PRIZE BREAKDOWN

1. **The winning school** will receive an in-person visit from a Gladiator and be awarded a £500 voucher for computing equipment. They will have their design turned into a prototype gadget and enjoy a special Gladiator-themed micro:bit coding day with a BBC micro:bit expert.

2. **The 3 runners up** will each receive a £500 voucher for computing equipment, a classroom set of micro:bits and a Gladiator-themed micro:bit coding day with a BBC micro:bit expert.

3. **The top 50 entries** will be selected in Round 1 by professional judges from the Institution of Mechanical Engineers (IMechE). These entries will each receive a classroom set of micro:bits. In Round 2, a panel of experts including IMechE, the Micro:bit Educational Foundation and Nominet will review the shortlist to pick the winner and 3 runners up.

SPREAD THE WORD

Spread the word by…

- Including our suggested copy in your newsletters
- Sharing the posts included in this pack on your social media
- Re-posting the social posts on the BBC Teach <u>Facebook</u> and <u>X</u> and The Micro:bit Educational Foundation <u>Facebook</u>, <u>X</u> and <u>Instagram</u>

LOGOS

Approved logos (black and white):

Download link

COPY GUIDE

Suggested copy for websites/blogs/newsletters:

Gladiators, ready! Primary teachers, ready! Join in the fun and enter your class into the BBC Gladiators micro:bit competition and your school could have a chance of winning Gladiator and computing goodies.

The BBC Gladiators micro:bit competition is an exciting new partnership between hit TV show Gladiators and BBC micro:bit — the next gen.

The competition challenges children aged 7 to 11 at UK primary schools to design a gadget that helps the Gladiators improve their performance. It's all about design!

The competition launched on the **15th October** with a **special Live Lesson featuring Gladiators Dynamite and Phantom, now available on BBC Teach and BBC iPlayer.** Teachers have access to **FREE, curriculum-aligned lesson plans**. Each school can submit a maximum of three entries. With an online submission process and fantastic prizes to be won, it's the perfect opportunity to get your class ready!

Entries close at midday on 6th December 2024.

Go to **bbc.co.uk/microbit to find out more, along with full terms and privacy notice**.

SOCIAL ASSET #1

Event: Competition Launch

Download link

Facebook & Instagram	Primary teachers, ready! Gladiators, ready! BBC Gladiators micro:bit competition is now open. It's all about design! 3! FREE lesson plans. 2! Upload photo and text to enter. 1! Fill your class with creative ideas. GO! Enter today to be in with a chance for your school to win fantastic prizes. Entries close midday, 6th December 2024. ☞ To find out more, along with terms and privacy notice, go to bbc.co.uk/microbit The competition is brought to you by @Gladiators, @BBC_Teach, @microbit_edu and partners. #Gladiatorsmicrobit
X	Teachers ready! @gladiatorstv Ready! BBC Gladiators micro:bit competition is now open. FREE lesson plans! Fantastic PRIZES! Entries close midday 6/12/24 ☞ For info, terms & privacy notice go to bbc.co.uk/microbit #Gladiatorsmicrobit

SOCIAL ASSET #2

Event: Competition Hook

Facebook & Instagram	Primary teachers! Want to win a Gladiator visit to your school, a £500 computing voucher and more? Then enter the BBC Gladiators micro:bit competition!
	It's all about design!
	FREE lesson plans to guide you. Easy competition entry and lots of FUN for your class.
	Entries close midday, 6th December 2024.
	👉 For access to FREE lesson resources , competition details, terms and privacy notice go to bbc.co.uk/microbit @BBC_Teach
	#Gladiatorsmicrobit
X	Teachers! Win a Gladiator visit to your school, a £500 computing voucher & more! Enter the BBC Gladiators micro:bit competition now!
	Entries close midday, 6/12/24
	👉 FREE lesson plans, info, terms & privacy notice at bbc.co.uk/microbit @BBC_Teach
	#Gladiatorsmicrobit

PRIMARY TEACHERS!
Win prizes for your school!

Download link

SOCIAL ASSET #3

Event: How to Enter

Facebook & Instagram

Primary teachers! Enter the BBC Gladiators micro:bit competition now! It takes just 3 easy steps:

1. Download FREE curriculum aligned lesson plans to guide you.
2. Schedule an afternoon to complete in class before the entry deadline – midday, 6th December 2024!
3. Upload a photo and text.

👉 FREE lesson resources , competition info, terms and privacy notice at bbc.co.uk/microbit

#Gladiatorsmicrobit

X

Teachers! Enter the BBC Gladiators micro:bit competition now! Just 3 steps:

1. Download FREE lesson plans
2. An afternoon in class
3. Upload a sketch & text

Entries close 12pm, 6/12/24

👉FREE lesson plans, info, terms & privacy notice @ bbc.co.uk/microbit @BBC_Teach

#Gladiatorsmicrobit

PRIMARY TEACHERS!
Have you entered the BBC Gladiators micro:bit competition?

Download link

SOCIAL ASSET #4

Download link

Event: Reminder to Enter

Suggested date to post: 20/11/24 onwards

Facebook & Instagram	Primary teachers! Don't forget to enter the BBC Gladiators micro:bit competition. Deadline midday, 6th Dec 2024. Free lesson resources and fantastic prizes to be won. It's all about design! 👉 For access to FREE lesson resources, competition details, terms and privacy notice visit bbc.co.uk/microbit @BBC_Teach #Gladiatorsmicrobit
X	Primary teachers! Don't forget to enter the BBC Gladiators micro:bit competition. Entries close midday, 6th Dec 2024. FREE lesson plans & fantastic prizes to be won! 👉 Free resources, info, terms & privacy notice at bbc.co.uk/microbit @BBC_Teach #Gladiatorsmicrobit

PHOTOS FOR COMPETITION PROMOTION

Download link

CONNECT WITH US

We'd like to offer a huge thank you for supporting us here at **BBC micro:bit – the next gen**!

If you are interested in learning more about the **BBC micro:bit – the next gen** campaign then please visit www.bbc.co.uk/microbit

Please remember that there's no pressure to post all of these assets, please just choose what works for your channel and your audience.

Sign up to the BBC Teach newsletter.

BBC TERMS OF USE

When using and or sharing BBC content, you must comply with the BBC's Terms of Use, ensuring that:

a) there aren't any advertisements on or around the BBC content;
b) there aren't any charges for access and or charges associated with the content (clearly stating that the content is free to access); and
c) you do not state or imply (in any way) that there is a relationship and/or any endorsement from the BBC to you.

We ask that you read the said terms before using any of our services. When you use our services and content, you're agreeing to these terms of use and any other terms we've let you know about (replacing any other terms you may have in place with us).

The BBC micro:bit – the next gen assets provided do not have the rights to go out on social media as paid advertising. Please do not put any spend behind these posts.