

Launches 15.10.24

B B C



micro:bit
competition

Social media and comms pack

#Gladiatorsmicrobit

CONTENTS

INTRODUCTION

COMPETITION DETAILS

SPREAD THE WORD

LOGOS

COPY GUIDE

EMBARGOED SCHEDULE

SOCIAL ASSETS

PHOTOS FOR COMPETITION PROMOTION

CONNECT WITH US

BBC TERMS OF USE





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** an innovative **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

The competition focuses on design, with no coding or computer programming required. It launches on the 15th October with a live lesson at 11am available from 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 to be won, it's a fantastic opportunity to inspire your students.

Prizes will be announced on the 15th October when the competition opens and will include Gladiator and computing goodies!

Entry window closes at midday on 6th December 2024.

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 [Facebook](#) and [X](#) and The Micro:bit Educational Foundation [Facebook](#), [X](#) and [Instagram](#)



LOGOS

Approved logos (black and white):

B B C



micro:bit
competition

B B C



micro:bit
competition

[Download link](#)

COPY GUIDE 1

Embargoed until: 27.09.24

Suggested copy for websites/blogs/newsletters:

Gladiators, ready! Primary teachers, ready!

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

It's all about design — **no coding required!**

The competition launches on the **15th October** with a special **Live Lesson at 11am on CBBC**.

Go to bbc.co.uk/teach/live-lessons to find out more.

COPY GUIDE 2

Embargoed until: 15.10.24

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 — **no coding or programming required!**

The competition launches on the **15th October** with a **special Live Lesson at 11am on CBBC featuring Gladiators Dynamite and Phantom!** Teachers will 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.

EMBARGOED SCHEDULE

Embargoed dates of assets:

- Social asset #1 'Competition Tease' → **Embargoed until: 27.09.24**
- Social asset #2 'Competition Launch' → **Embargoed until: 15.10.24**

SOCIAL ASSET #1



Embargoed until: 27.09.24

Event: Competition Tease



Facebook & Instagram	<p>📅 Teachers, Mark your calendars! 📅 The BBC Gladiators micro:bit competition arrives on 15 October! Don't miss our special Live Lesson with star guests. Get ready for an exciting day of innovation and learning!</p> <p>The competition is brought to you by @Gladiators, @BBC_Teach, @microbit_edu and partners.</p> <p>#Gladiatorsmicrobit</p>
X	<p>📅 Teachers, Mark your calendars! 📅 The BBC Gladiators micro:bit Competition arrives on 15 October! Don't miss our special Live Lesson with star guests. Get ready for an exciting day of innovation & learning!</p> <p>#Gladiatorsmicrobit</p>

[Download link](#)



SOCIAL ASSET #2

Embargoed until: 15.10.24

Event: Competition Launch



Facebook & Instagram

Primary teachers, ready! Gladiators, ready! BBC Gladiators micro:bit competition is now open. It's all about design — no coding or programming required.

3! FREE lesson plans and resources.

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.

To find out more, along with full terms, go to bbc.co.uk/microbit

The competition is brought to you by @Gladiators, @BBC_Teach, @microbit_edu and partners.

Entry window closes at midday on 6th December 2024.

#Gladiatorsmicrobit

X

Teachers ready! @Gladiators Ready! BBC Gladiators micro:bit competition is now open.

FREE teaching resources! Fantastic PRIZES!

Entry window closes @ midday on 6th December 2024. To find out more, along with full terms, go to bbc.co.uk/microbit

#Gladiatorsmicrobit

[Download link](#)

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](#).



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