

Promotion of the Degree in Social Work

Care about your community? Say 'yes' to social work

Northern Ireland

Social

Care

Council



The following messages will be interwoven through campaign activities and material.

Proposed social media tags:

@QUBelfast, @UlsterUni, @bfastmet, @swccollege and @OUBelfast.

Proposed hashtags:

#Yes2SocialWork #StudySocialWork #BeASocialWorker #TagAParent
#TagAFutureSocialWorker #NextStepSocialWork #ApplyForSocialWork

Tagline:

Say 'yes' to social work... a career that cares, builds relationships and improves lives.

Main messages

1. It takes a special person to study social work in Northern Ireland. It doesn't matter your age, background or circumstances, if you think you can give something back to the community then then it might be the path for you.
2. If you become a social worker you will make a real and positive difference, being part of a profession that cares, builds relationships and improves people's lives.
3. As part of the Degree in Social Work in Northern Ireland, you can study your passion be it sociology, psychology, criminology and more. Sounds like you? Put your knowledge to good use making a difference and improving lives.
4. Once graduated as a social worker, you're qualified to work in lots of different social work roles as part of your career path, from child and family social work to working with people across all ages including in the justice, education, health and social care and voluntary and community sectors.
5. You are eligible for a payment as an incentive for each year you study social work, the starting salary for most social work jobs is between £25-30K, and there are good opportunities for promotion early-on in your career.

Supporting messages – for potential applicants (early birds)

Do you have a degree in psychology, sociology, law, criminology or a related subject? Are you still searching for a meaningful career? You can qualify as a social worker in Northern Ireland in just two years through the Relevant Graduate Route. Learn skills that can change lives and start to make a real impact. Find out more here.	Why study social work? • Financial support of £4,500 a year. • Graduate as a qualified social worker. • A Degree that combines classroom-based learning with practical experience in the community. • Make a real difference to people's lives. And with a starting salary from £25K, you'll find yourself on a career path with all sorts of potential. Find out more here.
Do you have a degree in psychology/ sociology/law/criminology?	It's more than just a degree.
Have you been struggling to find a career that makes a real difference? You could study the relevant graduate route for the Degree in Social work in just two years, qualifying as a social worker on graduation. And financial support of £4,500 is available each year. Find out more.	Studying social work is a way to change lives – it will help you support young people, adults, families and communities, making a real difference every day. And when you graduate, you'll be a fully qualified social worker with a potential starting salary from £25,000.

Supporting messages – for potential applicants (decision time)

Are you thinking about applying for the Degree in Social Work? You'll experience a mixture of classroom-based learning and supervised practice learning in the community – so you will be able to start making a difference straight away. And financial support of £4,500 is available each year. Don't forget the UCAS deadline for applications is 13 January 2027 – so find out more now.	Are you passionate about helping others? Are you searching for a career that makes a difference? Studying social work gives you more than just a degree – you will be a qualified social worker when you graduate, ready to make a difference straight away. Help advocate for others and support them to find their voice.
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What do social workers do? They change lives, supporting people through their toughest challenges. They work in mental health, family support, older people support, education and justice. They work in the community, hospitals, schools, surgeries, and prisons. They make a difference. If this sounds like something you could do, find out more about the degree in social work.	'I want a job that makes truly makes a difference – supporting people through life's toughest moments.' If this sounds like you, then social work could be your calling. Help empower individuals and families of all ages and backgrounds, in health and social care, or in education, justice and the voluntary sectors. Make social work the first choice on your UCAS application this year.
Social work is a more diverse career than you might think. Did you know that you could work in health or social care settings? Or even the justice, education and voluntary sectors? Making a difference to the lives of people from all walks of life. Find out more about the degree in social work here.	Ever thought about becoming a social worker? With the UCAS deadline fast approaching, now's the time to apply. This is your opportunity to become part of a profession where you can make a positive difference, advocate for change and support individuals, families and communities every day. Graduate social workers can expect a starting salary from £25,000, with a varied career filled with opportunities. All you have to do is say 'yes'. To find out more go to: <insert link>.

Supporting messages – for potential applicants (last minute)

Are you making your UCAS choices soon? What's on the list – psychology, criminology, law, sociology? Do you know that all of these subjects are studied as part of the Degree in Social Work in Northern Ireland? And that graduates of the Degree in Social Work here are qualified to work as social workers immediately? Discover more about a career that makes a difference here >>>	Navigating the world of career choices can be confusing. If you already have a third level qualification or are about to finish a course and are not sure what's next then why not consider social work? You can complete the undergraduate degree or may even be eligible for the Relevant Graduate Route. UCAS deadline 13 January 2027.
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Are you considering the Degree in Social Work? Both the Undergraduate Route and the two- year Relevant Graduate Route combine academic study with supervised Practice Learning Opportunities (PLO). You'll gain real, practical experience as you learn that will prepare you to work in social work settings across the sector. Experience that will help you graduate as a qualified social worker.	Are you thinking about a career in social work? Whether you study as an undergraduate or through the two-year relevant graduate route, the degree is about more than classroom-based learning. You'll gain real experience in Practice Learning Opportunities throughout the sector. And you'll graduate as a qualified social worker ready to practice immediately.
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Supporting messages – post application

If you have gained an interview for the Degree in Social Work – congratulations! It can be a daunting process, but there is plenty of support available. You can find guidance and resources on the interview process here.	If you have applied for the Degree in Social Work in Northern Ireland and didn't get a place – don't give up hope. Many qualified social workers were unsuccessful on their first try. What matters now is your passion, persistence and preparation. You can find support and guidance for personal statements, applications and interviews here. Don't forget, the UCAS deadline is 13 January 2027.
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Supporting messages – for educators

Do you provide advice to others about careers? Do you have students with the right values and the 'care' factor to become a social worker? Help them choose a career where they can make a difference to people's lives by saying 'yes' to social work in their UCAS application.	Did you know those who apply to study social work in Northern Ireland, get financial support of £4,500 for each year they are on the course? Do you know that social work graduates are ready to start working in the community immediately? Do you know that social workers make a positive difference to the lives of people from all ages and backgrounds across health, education, justice and the voluntary sector? Do you know the perfect person for that career path? You can encourage them to study the Degree in social work now.
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Social media posts – samples to be included in the campaign resource centre

Post one

Are you thinking about applying for the Degree in Social Work?

You'll experience a mixture of campus-based learning and practice learning with employers across many sectors– so you will be able to start making a difference straight away.

And financial support of £4,500 is available each year.

Don't forget the UCAS deadline for applications is 13 January 2027 – Find out more now.

nisc.info/degree-in-social-work

Say 'yes' to social work... a career that cares, builds relationships and improves lives.

#StudySocialWork #Yes2SocialWork #BeASocialWorker #TagAParent

Post two

It's more than just a Degree.

Studying social work is a way to change lives – it will help you support young people, adults, families and communities, making a real difference every day.

And when you graduate, you'll be a fully qualified social worker, with a job mark that is strong and full of exciting opportunities.

Find out more here: nisc.info/degree-in-social-work

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Post three

Are you passionate about helping others?

Are you searching for a career that makes a difference?

Studying social work gives you more than just a Degree – you will be a qualified social worker when you graduate, ready to make a difference straight away.

Help advocate for others and support them to find their voice.

Find out more here: nisc.info/degree-in-social-work

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Post four

What do social workers do?

- ✓ They change lives, supporting people through their toughest challenges.
- ✓ They work in mental health, family support, older people support, education and justice.
- ✓ They work in the community, hospitals, schools, surgeries, and prisons.
- ✓ They make a difference.

If this sounds like something you could do, find out more about the degree in social work.

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Post five

Are you making your UCAS choices soon?

What's on the list – psychology, criminology, law, sociology?

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Discover more about a career that makes a difference here >>>

[**niscc.info/degree-in-social-work**](https://niscc.info/degree-in-social-work)

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Social media handles

 [**@ni_scc**](https://twitter.com/ni_scc)

 [**@ni_scc**](https://www.instagram.com/ni_scc)

 [**@theniscc**](https://www.youtube.com/theniscc)

 [**@niscc.bsky.social**](https://bsky.social/niscc)

 [**@NISocialCareCouncil**](https://www.facebook.com/NISocialCareCouncil)

 [**@northern-ireland-social-care-council**](https://www.linkedin.com/company/northern-ireland-social-care-council)

Scan the QR code to learn more
about the Degree in Social Work



[**niscc.info**](https://niscc.info)

Working together. Making a Difference.

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