

Thank you

For paying it forward!

Thank you for contributing through our Pay It Forward scheme.

We've compiled some resources to help you spread the word about your kind contribution. In this pack you'll find the following useful tools:

- A press release template to send to your local media.
- A folder of social media graphics which are ready for you to share.
- Guidelines on how to write a great blog post about your contribution.

Please do share any local press coverage you get with us as we'd love to see it and share it too.

If you haven't already, make sure you connect with us on social media so we can share your posts too!



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## Press release template

*We recommend sending this to as many local news outlets as you can.*

We'd like to introduce you to a couple of local heroes who have very kindly donated SchoolOnline.co.uk subscriptions to [Insert School Name here].

[Insert your name] own [Business Name] - a [brief description] in [location] [Despite a challenging year...] [After a very successful year...] [They] felt strongly about supporting the GCSE students in their community.

As we know, your GCSE results will impact you for the rest of your life. They are the ticket to the next stage in your education and they're a minimum requirement on many job applications. Therefore it's critical that we support schools and teachers who are working in an incredibly challenging environment to help these students, who will feel the impact of COVID immediately if they are not supported.

[Your name from Business name]: "[Insert your own words here]"

The SchoolOnline.co.uk Pay it Forward campaign is designed to help students who cannot afford a private tutor. With one in four students now receiving additional tutoring in key exam years the education gap is widening and the concern is that COVID will only increase this gap. Instead of waiting to find out how children in key exam years have been impacted by COVID we decided to take action now. We already know they will have been negatively impacted by the ongoing disruption to their education but the damage can be limited if we act now.

SchoolOnline.co.uk is an online revision aid with over 1350 video tutorials in the critical subjects of English and Maths that help students revise exam questions, techniques and subject material. It can be used at home by students independently or as part of a school curriculum with our teacher assignments tools.



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## **Writing a blog post**

*Don't forget to share the great news on your own website.*

Blog posts are great for SEO and good deeds are great for business perception so why not post a blog about your SchoolOnline.co.uk contribution? We've compiled some of our top tips on how to create a great blog post.

### **Write a minimum of 300 words**

You'll need to write a minimum of 300 words for your blog post for google to count your post as "fresh" content.

### **Use internal and outbound links**

Good blog posts should contain links - this should be fairly easy: add an internal link to find out more about your company and an outbound one to [www.SchoolOnline.co.uk](http://www.SchoolOnline.co.uk)

### **Use images**

We've included some social media images and our logo that you can use in your blog post. Why not include one of yourself too so your readers know who's speaking.

### **Not sure what to write?**

If you're struggling with what to write, start with why you decided to donate or what you think is great about the incentive. Discuss how COVID has impacted your business/family and how that influenced your decision to donate.

### **Incase you need it, a blurb about SchoolOnline.co.uk**

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# The to do list

## COMPLETE THIS FORM

We'll be shouting out any companies that contribute to Pay it Forward on our blog and social media channels. Please complete this form so we have all the required information:  
<https://forms.gle/zoDZZmDzfe9bjfwC6>

## DOWNLOAD OUR SOCIAL TEMPLATES

We've created a selection of social media graphics for you which are ready to use. You can download them here:  
<https://www.schoolonline.co.uk/pay-it-forward-branded-social-media/>

## SHARE THE NEWS OF YOUR DONATION

Send your press release to your local press, share it on social media and on your website blog. Anything you tag us in we'll share on our social media stories or repost/retweet too.

*From everyone at  
[SchoolOnline.co.uk](https://www.schoolonline.co.uk),*

# Thank you!