

T LEVEL THURSDAY

DURING NATIONAL
APPRENTICESHIP WEEK 2025

13 FEBRUARY 2025

**SKILLS
FOR LIFE**
T LEVELS



DURING NATIONAL APPRENTICESHIP WEEK 2025

Thursday 13 February is T Level Thursday as part of National Apprenticeship Week 2025. With 21 T Levels now on offer, and many T Level students successfully progressing on to apprenticeship programmes, there is much to celebrate!

We would love you to help us mark this moment, share T Level successes and promote T Levels to a wider audience.

To see what else is happening across the week [click here](#) and of course we would like you to shout about T Levels throughout the week and beyond the week itself so please don't limit it to T Level Thursday!



On T Level Thursday, the Department for Education will showcase students, T Level providers and employers across its social media channels, as will the T Level channel on [LinkedIn](#)

Our Secretary of State for Education, Ministers and Permanent Secretary will show their support, and we will also use our business and stakeholder networks to share T Level stories and messages.

T Level Thursday is a great opportunity to:

- Highlight T Levels as a high quality, world-class qualification
- Help raise awareness of them in your skills area, industry sector, and your region
- Show how they are an excellent route to apprenticeships, HTQs and full time employment
- Encourage employers to offer industry placements
- Promote the three new T Levels that were launched in September 2024:
 - Animal care and management
 - Craft and design
 - Media, broadcast and production
- Drive registrations for September 2025 and beyond

If you have any questions about the following content or want to find out more about participating in T Level Thursday, please contact tlevel.delivery@education.gov.uk

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KEY MESSAGES

We have developed the following key messages for both T Level providers and employers. You can use them alongside the hashtags #TLevelThursday, #TLevelAmbassadors and #NAW2025 in your communications

T LEVEL PROVIDERS

Key messages:

- T Levels are qualifications for 16 to 19 year olds taken after GCSEs. They are broadly equivalent to 3 A levels and focus on technical and vocational skills.
- There are now 21 T Levels available, with more planned for September 2025 and beyond.
- T Levels are a great choice – a mix of learning and on-the-job training that can help students get into skilled employment, university or higher apprenticeships and Higher Technical Qualifications.
- Each T Level includes an in-depth industry placement that lasts at least 45 days. Students get valuable experience in the workplace; employers get early sight of the new talent in their industry. T Level students spend the rest of the time in their learning environments (either in a school sixth form or in college), gaining the skills that employers need.
- The T Level Foundation Year provides a high-quality progression route onto T Levels.

EMPLOYERS

Key messages:

- Employers are discovering the workforce of the future by offering a T Level industry placement.
- T Level industry placements have huge benefits for business, whilst positively impacting on the career paths chosen by young people.
- T Level industry placement students could become your apprentices of the future, supporting your talent pipeline.

Employer benefits:

- Hosting a T Level student on industry placement can help to tackle skills shortages in your business
- You can support and develop future talent in your local area
- T Level students bring imaginative new ideas and a fresh perspective, while helping with day-to-day projects.
- T Levels enable existing staff to develop management and mentoring skills when hosting a T Level industry placement student



HASHTAG FOR #TLEVELTHURSDAY

The official hashtags to use on social media are #TLevelThursday and #NAW2025.

We will be sharing lots of content on the day from our [LinkedIn](#) as will the Department for Education, other T Level providers and employers.

Remember to use these hashtags on all your social media posts to promote T Levels to a wider audience, and to help us find your posts more easily.



SOCIAL MEDIA POSTS

Please adapt and use on your social media channels. Remember to use #TLevelThursday #NAW2025 on all social media posts to help drive conversation around this topic and so our T Levels [LinkedIn](#) and the Department for Education can easily find and share your posts.



T LEVEL PROVIDERS

Would you like to follow in the footsteps of our fantastic T Level students? From [\[insert course e.g. digital design and production\]](#) to [\[insert course e.g. education and childcare\]](#) - we now have a wide range of brilliant T Levels available. #TLevelThursday #NAW2025

Did you know every T Level includes an industry placement? Our year 2 T Level students will complete their industry placements and get a taste of what a real career is like. #TLevelThursday #NAW2025

We're so proud of [\[name\]](#) and everything our first cohort of T Level students have achieved. #TLevelThursday #NAW2025

[\[T Level student name\]](#) finished studying their T Level in [\[enter course\]](#) and is now [\[apprenticeship next step\]](#). #TLevelThursday #NAW2025

Did you know that doing a T Level Foundation Year in [\[insert route e.g. Education and Childcare\]](#) can give you a good base for progressing onto a [\[insert T Level\]](#) as your next step? #TLevelThursday #NAW2025

EMPLOYERS

We are celebrating #TLevelThursday and the student/s we've hosted on industry placements - well done to [insert student names]. #TLevelThursday #NAW2025

Investing in #TLevels has been great for our business. Congratulations to our students [insert student names] who are [completing their course/ finishing their first year - delete as appropriate]. #TLevelThursday #NAW2025

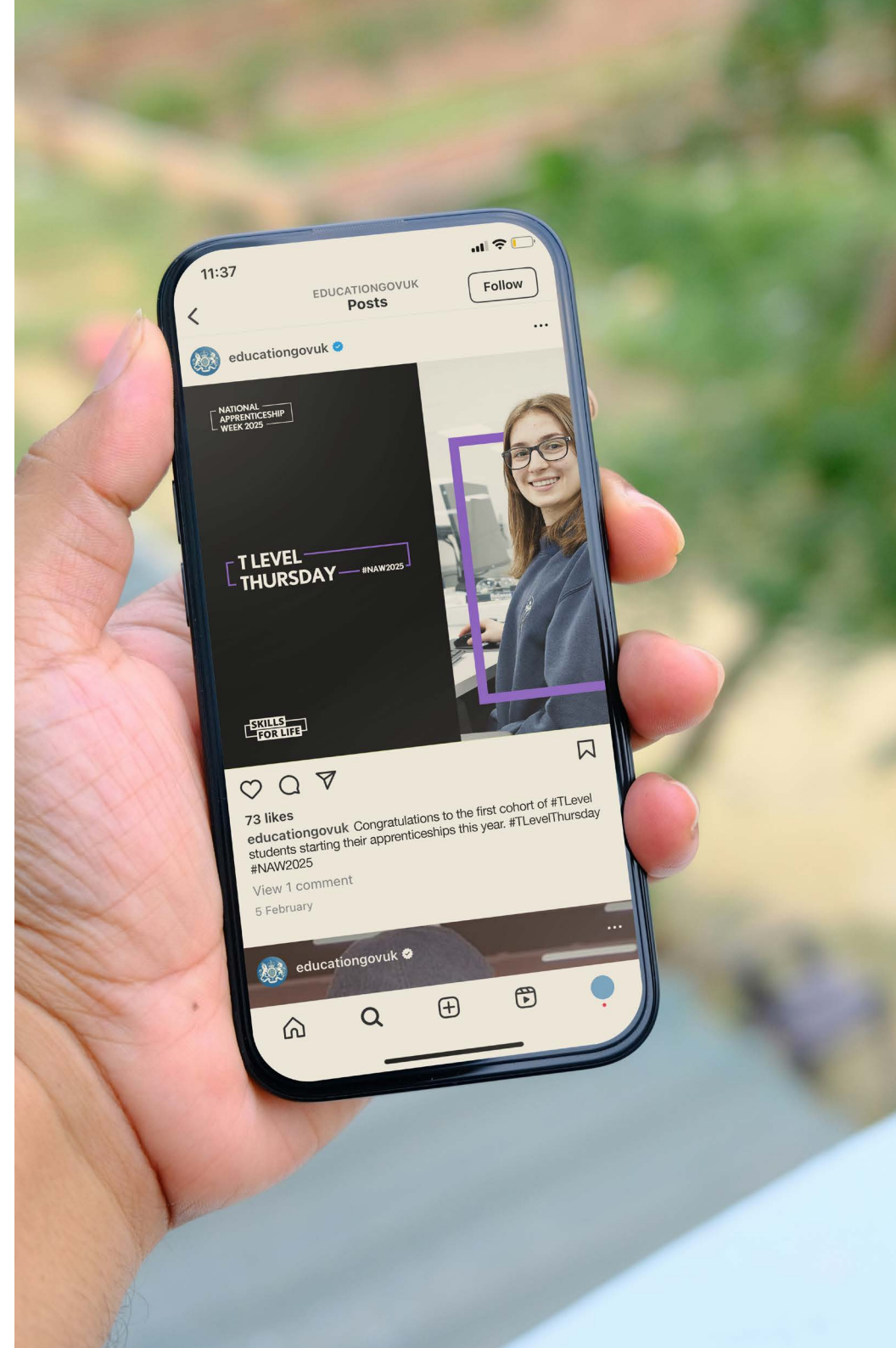
Our fantastic #TLevel student/s are now [on an apprenticeship] with us learning [sector specific skills]- and we're celebrating them. #TLevelThursday #NAW2025

Congratulations to the first cohort of #TLevel students starting their apprenticeships this year. #TLevelThursday #NAW2025

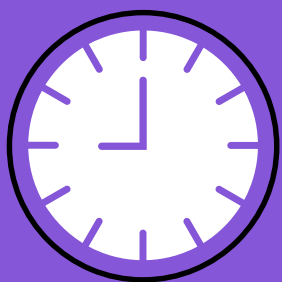
T Levels were designed by employers to meet industry needs and we have been delighted to offer industry placements and apprenticeships to students taking [enter T Level course name]. #TLevelThursday #NAW2025

Did you know every T Level includes an industry placement? This month, our first/second [delete as appropriate] cohort of T Level students will complete their first year. #TLevelThursday #NAW2025

Want to follow in the footsteps of these fantastic T Level students? When you study [insert course e.g. digital design and production] there's a wide range of brilliant T Level placements available. #TLevelThursday #NAW2025



CALL TO ACTION!



On T Level Thursday (13 February), please like and share our first #TLevelThursday post of the day.

You'll find the post on our LinkedIn page which you can access [here](#).

Here are some key stats to include in your social media posts:

- Over 90% of T Level completers from the first cohort were in education or employment 9-10 months after their course.
- 82% of students agreed that their T Level had allowed them to progress to what they wanted to do.
- 30% of T Level graduates in employment from the first cohort were working for their industry placement organisation.
- Over 160 Higher Education Institutions now accept T Levels.

**SKILLS
FOR LIFE**
T LEVELS



HAVE YOU THOUGHT ABOUT BECOMING A CHAMPION FOR T LEVELS?

The T Level Ambassador Network helps build T Level understanding and engagement in the business community. It has over 750 members who are advocates for technical education and have a key role in bringing industry and education together.

As an ambassador you can be part of a trusted and influential community who advise and provide feedback directly to policy makers. Expand your own network with other passionate advocates of technical education and hear first hand on their experiences.

You can find out more about what's involved and [sign up here](#).



T LEVEL SUCCESS STORIES

We have a number of T Level success stories and videos that you can view and download for use on your channels, which include:

- Employers talking about how T Level placements have made a difference to their businesses.
- T Level students discussing their experiences on their course.
- Advice on hosting industry placements within smaller organisations
- Employer case studies on how they have grown their industry placement programme
- and much much more.

CLICK HERE

**T LEVEL SUCCESS
STORIES AND VIDEOS**



SHARE YOUR STORY

Employers - share your motivational stories with us to highlight how T Levels and T Level students have helped your business and workforce to grow.

You can complete our quick and easy digital employer case study form [here](#).

We look forward to seeing how T Levels have helped to create business success, build future careers and support economic growth across all sectors!

PROMOTE T LEVELS

Raising awareness and engagement of T Levels is a critical part of the implementation plan.

Click below for resources - suitable for students, providers, parents and employers.

CLICK HERE

[ACCESS T LEVEL
PROMOTION RESOURCES](#)



VIDEO CONTENT GUIDE

This is a great time to hear from your T Level students as they reflect on their experiences from their course and their industry placement, and first impressions from those who have just started their T Level journey.

T Levels can lead to a happy, fulfilling future with good progression.

We want to show that T Levels are a great choice for many young people - and make good business sense for employers too.



If you want to showcase your own students, we've drafted a helpful guide below to help you produce content yourself. You can share your content with us by tagging us in your promotional social media activity using @TLevels, or using our hashtags #TLevelThursday and #NAW2025.

To keep the content as natural as possible, we would recommend your T Level students keep it personal – focusing on their own experiences.

Suggested talking points for the video include:

- How has your T Level been so far?
- What were / are [delete as appropriate] some of the highlights of the course?
- How did you find your industry placement? What was the best part?
- What are you doing now / hoping to do once you complete your T Level [delete as appropriate]?
- Why is progression from a T Level to an apprenticeship the right move for you?
- What would you say to others considering a T Level?
- Where can people find out more?

Note – you may also find these questions useful if you are producing written case studies that celebrate your T Level students for your website and PR.

ADVICE FOR FILMING

We recommend you film no more than 1 to 2 minutes of content to keep the video snappy and engaging. The tone should be relatively relaxed and informal and you could try to film it in short bursts if you are able to edit it together afterwards.

Your final video should be around 30 to 60 seconds in length so it can be easily shared across social channels. Remember to share it with us so we can consider it for use on our channels as well.

TOP TIPS FOR FILMING

- Wear something with plain colours, not grey or stripy.
- Have your phone at least 1.5m from your face.
- Landscape orientation is better than portrait.
- Stand just off-centre of frame, talking directly to camera.
- In the frame you should be waist up with a little bit of space above your head and your prop in shot.
- Light source should be in front of you, not behind.
- Find a room with minimal background noise.
- Phone should be at eye level and not angled up or down.
- See if you can prop the phone somewhere rather than someone holding it, to avoid shaky images.

PLEASE SEND CONTENT TO

TLEVEL.DELIVERY@EDUCATION.GOV.UK

ORGANISING YOUR OWN EVENT

If you have plans to hold your own event do let us know by sharing images and updates from your event on social media using the hashtag #TLevelThursday.

T LEVEL PROVIDERS

We would encourage you to arrange your own T Level event – this could include a showcase of your courses, facilities and inspirational stories from current or former students, especially those now doing apprenticeships, and your teachers.

EMPLOYERS

If you are holding an event to promote the benefits of skills and training programmes, please include information about T Levels and the business benefits they can bring to both students and employers.

PRESS RELEASE TEMPLATES

We are providing press release templates for T Level Providers and employers to adapt and use. You could add this to the news or media section of your website, and/or share with local media contacts.



TEMPLATE FOR T LEVEL PROVIDERS

[Provider Name] CELEBRATES T LEVEL THURSDAY During National Apprenticeship Week 2025

[Provider Name] celebrates T Level Thursday with [X number] students in courses covering [XX].

Or [X number] of [Provider Name] T Level students have now gone on to apprenticeships in [X subjects/sectors].

T Levels are qualifications for 16 to 19 year olds, taken after GCSEs. They are broadly equivalent to 3 A levels and focus on technical and vocational skills. They can help students into skilled employment, higher study, or apprenticeships. They are now available to study in a wide range of subjects, with [Provider Name] offering courses in [X], and, for the new academic year 2024/2025, [Provider Name] is pleased to have launched new courses in [X] [if appropriate]. These qualifications have been designed in collaboration with leading employers to provide the skills that businesses across the [X region] need. The subject areas on offer reflect some of the top business growth areas such as technology, engineering and manufacturing and health and science [insert courses the provider is offering]. In fact three new subjects were launched in September 2024 - Animal Care and Management, Craft and Design and Media, Broadcast and Production. T Levels are unique as they combine classroom study with industry placements so young people gain valuable work experience in their chosen sector.

[Spokesperson name, from Provider Name] said:

“Many local businesses including [enter local placement employers] are embracing T Levels as a great way to bring in new ideas and the latest skills, and a new way to find, nurture and secure young talent.”

TEMPLATE FOR EMPLOYERS

[Employer Name] CELEBRATES T LEVEL STUDENTS JOINING THEIR APPRENTICESHIP PROGRAMME

[Employer Name's] business has significantly benefited this year from hosting T Level industry placements for T Level students.

[Spokesperson Name] from [Employer Name] said: "T Levels have been a great way to bring in fresh ideas and the latest skills to the business, as well as a new way to find, nurture and secure young talent. Later this year we will be celebrating the next cohort of T Level students finishing their courses and joining our company as apprentices."

T Levels are qualifications for 16 to 19 year olds, taken after GCSEs. They are broadly equivalent to 3 A levels and focus on technical and vocational skills. They can help students into skilled employment, higher study, or apprenticeships. They are now available to study in a wide range of subjects such as [insert relevant T Level routes/ subjects here]. These qualifications have been designed in collaboration with leading employers to provide the skills that businesses across the [X region] need. The subject areas on offer reflect some of the top business growth areas such as technology, health and science and construction. In fact, three new subject areas were launched in September 2024 - Animal Care and Management; Craft and Design; Media, Broadcast and Production.



SKILLS FOR LIFE CAMPAIGN



In early 2025 the Department for Education will launch a refreshed Skills for Life campaign: [Skills for Life: it all starts with skills | Skills for Careers](#). The campaign will inspire employers, adults and young people to recognise the potential in every person and organisation across the country, and how acquiring new skills can help them to reach it.

The campaign will feature activity designed to inspire all audiences, as well as to drive awareness and knowledge. This activity includes PR and radio, out of home and social media advertising.

Please follow our social media channels, listed below, to find out more in the New Year.



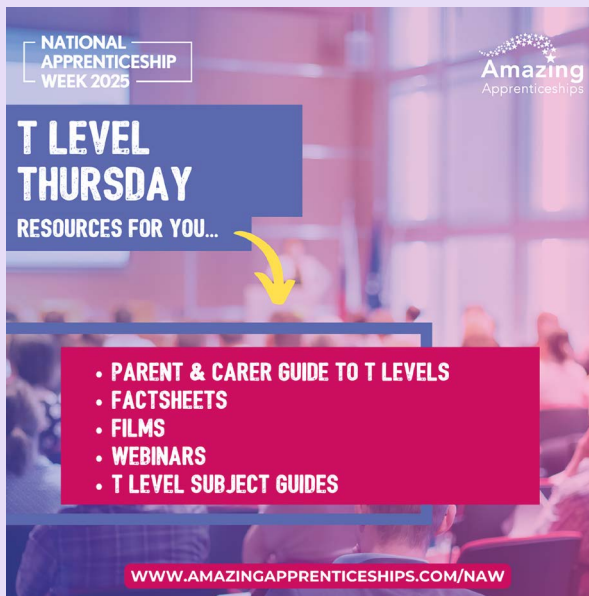
OTHER GOVERNMENT PROGRAMMES

A range of other government programmes are available. Click below for employers who are considering hiring employees, offering work experience or upskilling existing staff.

[CLICK HERE](#)

**FIND TRAINING AND EMPLOYMENT
SCHEMES FOR YOUR BUSINESS**

WORK WITH OUR NAW PARTNERS



AMAZING APPRENTICESHIPS

Amazing Apprenticeships are the leading resource partner for National Apprenticeship Week (NAW), providing a wide range of apprenticeships and technical education materials, guidance and support - including T Levels!

T LEVELS RESOURCES

Looking for inspiration this T Level Thursday? Our team will provide you with ideas for the different ways you can get involved, including guides for teachers, activity packs for students and webinars for parents and carers.

We release new materials throughout the year, helping to keep you up to date with the latest resources, guides and T Levels news.

To sign up to our T Levels newsletter and stay informed about the latest technical education news, please [click here](#)

CLICK HERE

**FIND OUT MORE ABOUT
AMAZING APPRENTICESHIPS**