

## **Education UK, Universities UK and NUS #WeAreInternational Campaign**

### **Core campaign questions**

- What inspired your choice to study in the UK?
- What does being an international student mean to you?
- Why did you choose the course that you're studying?
- How will you apply the skills you've learned your course has finished?
- How has studying in the UK improved your career prospects?
- Has your perception of the UK changed since arriving here?
- What have you learnt about yourself whilst studying here in the UK?

### **Secondary questions**

- What advice would you give to other international students that are contemplating studying in the UK?
- What has been the highlight of your UK study experience so far?
- Tell us the funniest (or weirdest) joke you've heard whilst living in the UK?
- What three words would you use to describe [food/music/fashion/weather] in the UK?
- Share your photos of the best place you've visited in the UK... We want to see your adventurous side!
- What's your proudest achievement of studying in the UK so far?

### **Instagram/Twitter #WeAreInternational selfie**

1. Take a photo with your international friends
2. Upload to Instagram/Twitter, tag @educationuk and include #WeAreInternational
3. Tag your UK institution in the photo (if possible)
4. Tag a friend and nominate them to upload their #WeAreInternational selfie

### **Key campaign facts:**

- More than 310,000 international students choose to study in the UK. That's 5.4% of student population
- 60% of people think that international students bring money into their local economy; only 12 % think they take money out. National ICM poll.
- £3.4bn of off campus expenditure from non-EU students (rent, food, transport, entertainment etc.) supports a significant number of jobs in surrounding towns, cities and regions. Almost 137,000 jobs are generated in the UK as a result of international students coming to study here.
- Only a minority of people see international students as immigrants (22%). National ICM poll.
- 75% of people think international students should be allowed to stay and work after they graduate.