

## Communications to applicants

We're continuing to promote the scheme to potential learners through our core channels:

- **Social media activity** – organically we're driving applicants to consider the right route and programmes for them and then encouraging them to apply
- **Paid for advertising** – across our social and online platforms
- **Email** – we've emailed 500 teaching assistants across England and Wales to encourage them to search and apply for training programmes
- **ucas.com updates** – we're continuing to update the website to make the application process as easy as possible.

Last week we also launched a new initiative called our [UCAS Teacher Training information pack](#). Its' aim is to enhance our information & advice offering and to support learners in navigating their way through the application process. The email breaks down key aspects of the process into six sections and links to key information landing pages. Below is a screenshot of the pack, you can download yours from our [website](#).

