

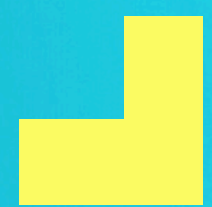
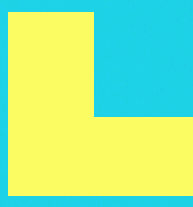
LEARNING
[ON] SCREEN



bob

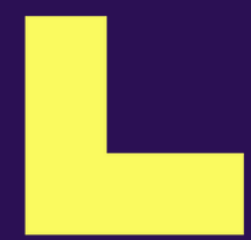


STUDENT ENGAGEMENT TOOLKIT





WHY THIS TOOLKIT?



THE TOOLKIT

What it is

This toolkit brings together ready-to-use resources to help you introduce Box of Broadcasts (BoB) to your students and encourage them to make the most of it. From prospectus and website copy to social media posts, newsletter content, posters, and themed campaign assets, everything here is designed to save you time and make promotion easy.

We have also created resources aimed at your faculty staff, in recognition of the crucial role they play in engaging students.

Why you need it

Box of Broadcasts is more than just a streaming platform – it's a study companion, a source of inspiration, a tool that helps students connect learning with the real world and, for many, a welcome relief from dense textbooks. Yet many students don't realise they can access this amazing resource. That's why we've created this toolkit to support you in raising awareness and engagement.

By sharing these materials, you can:

- Capture the attention of prospective students.
- Highlight your institution's commitment to diverse, engaging study resources.
- Raise awareness of BoB across your campus with your existing students and staff.
- Promote BoB in the spaces where your students already look for information – making it easier for them to dive in and benefit.
- Support students in discovering thousands of TV and radio programmes for their learning, research and wellbeing.



**PROMOTE BOB
IN YOUR
STUDENT
RECRUITMENT**





STUDENT PROSPECTUSES



Why your prospectus?

Your course prospectus is often the first touchpoint for prospective students – it's where they weigh up what makes your institution different.

By including Box of Broadcasts (BoB) in your prospectus, you're sending a clear signal: choose us, and you'll get access to cutting-edge digital learning tools that go beyond the classroom.

BoB is a huge selling point. It gives students access to over 4 million TV and radio broadcasts – everything from documentaries and world news to classic cinema and comedy.

In a competitive marketplace, this could be the deciding factor for a student choosing your institution.

Using our suggested copy, over the page, in your prospectus helps show:

- You're investing in resources that support students' learning, research and creativity.
- You're offering digital-first, accessible tools that match the way today's students consume content.
- You're in line with world-class universities that already showcase BoB as a marker of quality.

Suggested copy

Learn outside of the lecture hall.

With Box of Broadcasts (BoB), you'll get free access to over 4 million TV and radio programmes—both new and old—from channels including the BBC, ITV, Channel 4 and more, all available to stream on demand whenever you need them.

It's a streaming service made for your degree to support your studies.

Log in with your institution details to explore everything from documentaries and classic films to panel shows, news and drama. You can even create your own playlists, make clips to use in presentations, and access ready-made citations for your assignments.

Whether you're revising for an exam, digging into research, or just fancy a film night—BoB adds something extra to both your studies and your student experience.





**ON YOUR
WEBSITES**



Why your recruitment pages?

Your website is where prospective students and parents look for reassurance about the resources and support on offer. Showcasing Box of Broadcasts (BoB) on your website is a powerful way to stand out in a competitive recruitment market.

Prospective students want to know what makes your courses and your student experience different.

Featuring BoB on your marketing-focused webpages not only highlights the breadth of study tools available, but it also positions your institution as forward-thinking and student-focused.

Consider mentioning and featuring BoB in the following website areas:

- **Study/why choose us** | Position BoB alongside other reasons to choose the institution, such as small class sizes, teaching excellence, or campus facilities.
- **Course pages** | Add BoB copy to relevant subject areas (e.g., English, media, politics, history, sociology, and education) to show subject-specific benefits.
- **Student experience** | Position BoB as part of the overall experience—helping with both study and wellbeing. Consider adding a short testimonial or story from a student who loves BoB.
- **Digital learning/innovation pages** | Include BoB as evidence that the institution is future-facing and invests in cutting-edge learning technology.

Suggested copy

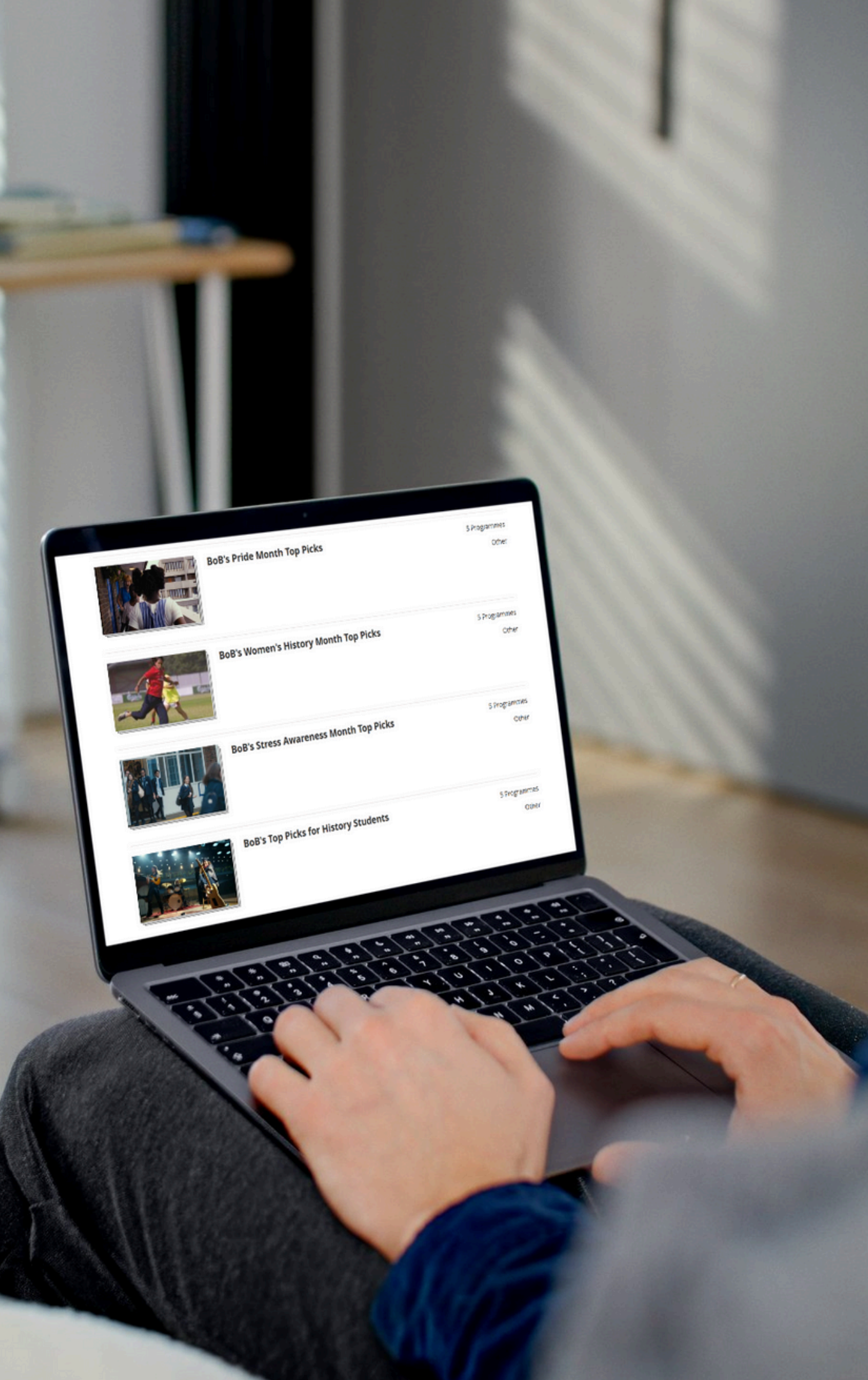
Learning doesn't stop at the lecture hall.

With **Box of Broadcasts (BoB)**, you get free access to over 4 million TV and radio programs—from documentaries and classic films to news, drama and comedy—all from popular channels like BBC, ITV, Channel 4 and more.

Accessible with your institution login, BoB lets you stream on demand whenever you need it, create your own playlists, make clips for presentations, and even generate ready-made citations for your assignments.

Whether you're researching for a project or revising for an exam, BoB is a digital learning tool designed for students like you, helping you study smarter while enjoying content you love.

Ready to explore? [Log in now](#)



Why your intranet and VLE?

Students and staff can only benefit from Box of Broadcasts if they know it exists—and the most effective way to reach them is by embedding BoB into the institutional platforms they already use every day.

Promoting BoB through your intranet (or dedicated app if you have one), your VLE and your library web section ensures it becomes a visible, integrated part of campus life rather than an “extra” tool students have to search for.

And you can help ensure staff are aware of these amazing resources at their fingertips.

By placing BoB across your key digital platforms, you make it simple for both students and staff to access, use and embed—turning a subscription into a lived part of teaching, learning and student life.

Here's why this matters:

- **Reach students where they are.** Intranets, VLEs and student apps are the first places students go for study support. Featuring BoB here ensures it's seen by the widest audience.
- **Normalise usage.** When BoB sits alongside library catalogues, e-resources and reading lists, students see it as a standard study tool – not an optional add-on.
- **Boost staff adoption.** Staff are more likely to use BoB in teaching if they can find it easily in the same spaces they manage modules, upload resources or share reading lists.
- **Support recruitment and retention.** Visible investment in high-quality, digital-first study tools reinforces your institution's commitment to student success and wellbeing.
- **Maximise value.** Subscriptions only pay off if BoB is actively used. Promotion in core digital spaces helps ensure high take-up and measurable impact.



Suggested copy

FOR STUDENTS

Discover Box of Broadcasts: Your TV and radio library, totally free with your institution login!

Access over 4 million programmes from BBC, ITV, Channel 4 and more. Stream documentaries, news, films, and drama series anytime, anywhere.

- Make playlists for study
- Clip content for assignments or presentations
- Get automatic citations for your work

Log in now →

learningonscreen.ac.uk/bob

FOR STAFF

Bring BoB into your teaching: Help our institution deliver inclusive learning for our diverse student body with Box of Broadcasts.

BoB gives you access to millions of broadcasts, from films and documentaries to dramas, news and sport. With one click, you can embed directly into lectures, reading lists, your VLE or presentations.

- Find content from BBC, ITV, Channel 4 and more
- Clip and share for your modules
- Automatic citations save time for you and your students

Start exploring → learningonscreen.ac.uk/bob



POSTERS & FLYERS



Why print posters & flyers?

Not all student engagement happens online. Posters and flyers provide a simple, visual way to keep Box of Broadcasts (BoB) front of mind in the physical spaces where students study, meet and relax.

They cut through digital noise and reach students at moments when they're already in a learning mindset.

By placing posters and flyers in high-traffic areas across campus, you create consistent visibility that complements digital promotion – making sure every student and staff member has a chance to discover BoB.

Here's why they matter:

- **Reach offline audiences.** Not every student checks newsletters or institutional channels regularly—posters and flyers make sure BoB still reaches them.
- **Catch attention in study spaces.** Displaying posters in libraries, classrooms, and common rooms reminds students of BoB right when they're looking for study support.
- **Normalise BoB on campus.** When BoB branding appears alongside other institutional materials, students see it as part of the everyday study environment.
- **Prompt conversations.** Posters and flyers can encourage peer-to-peer recommendations (“Have you used BoB for your assignment yet?”), spreading awareness organically.
- **Support dual audiences.** Staff notice posters too—a reminder for them that BoB is available to integrate into teaching and research.



Suggested locations

- **Library Entrances & Study Zones.** Students here are already in work mode, so a BoB reminder feels timely.
- **Lecture Hall & Seminar Room Noticeboards.** These are spaces where academic tools feel relevant. A poster here acts as a subtle prompt for both students and lecturers to connect BoB with coursework and class discussions.
- **Student Union Buildings & Cafés.** High-traffic, social spaces are great for catching eyes between lectures. Students might not be thinking about BoB actively here, but a quick, visual cue might spark curiosity or conversation.
- **Accommodation Common Areas.** Perfect for reminding students about their BoB access.

[DOWNLOAD FILES](#)

[EDITABLE FILES](#)



SOCIAL MEDIA



Why your social media?

Social media is where students spend a huge amount of their time—it's often the first place they look for updates, events and resources.

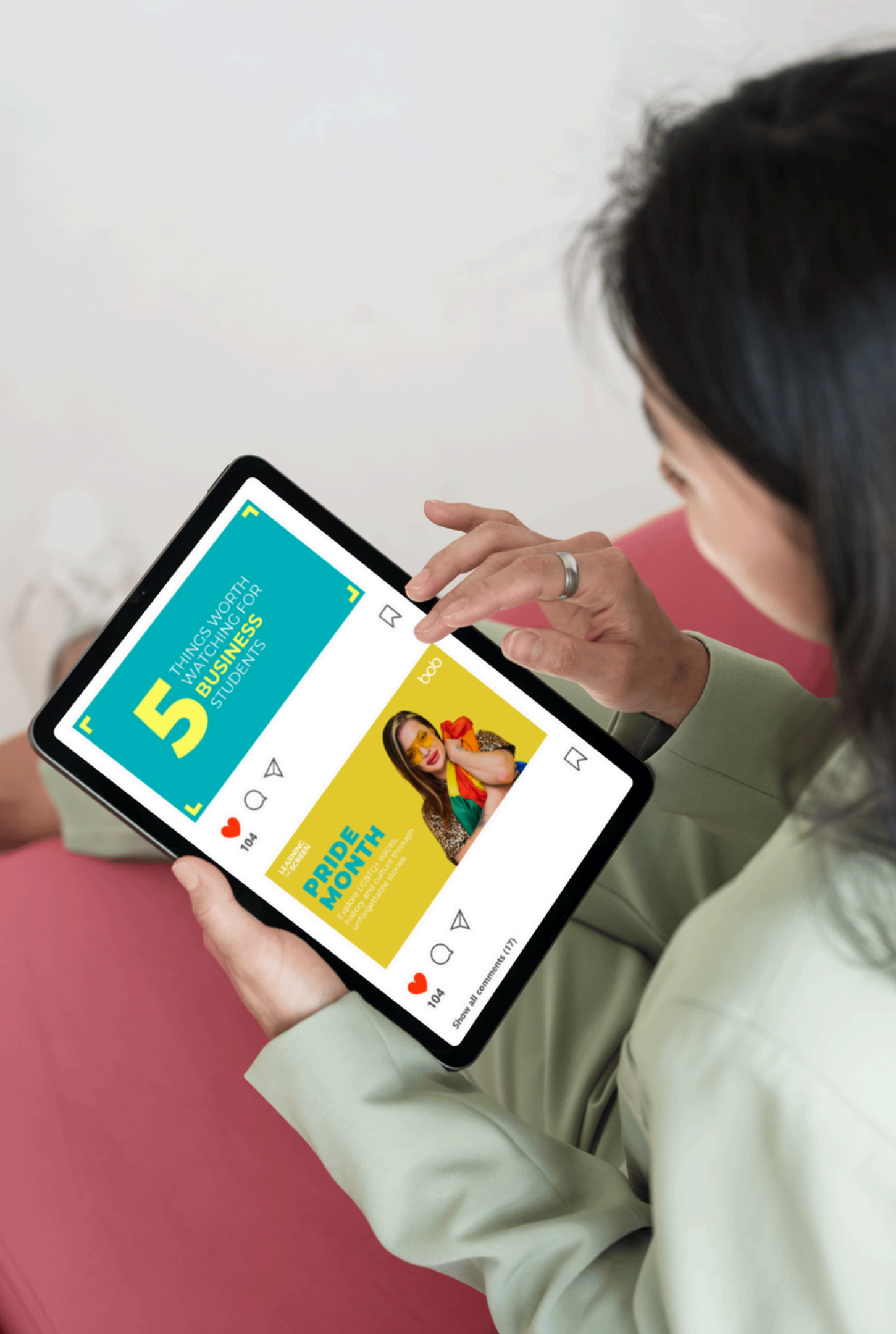
Promoting Box of Broadcasts (BoB) through your institution's social media channels ensures that awareness spreads quickly and reaches students in a space they already trust and engage with.

This can also be a really fun way to engage students as well as help them understand how to use the platform.

By weaving BoB into your social media presence, you can capture both new and existing students' attention, reinforce your institution's reputation for innovation, and keep this powerful resource firmly on the radar.

Here's why it works:

- **Engage existing students.** Quick, eye-catching posts remind current students that BoB is available to them right now, encouraging discovery and regular use.
- **Reach prospective students.** Social posts highlighting BoB show prospective applicants—and their parents—that your institution invests in innovative, digital-first study tools.
- **Spark curiosity with topical content.** Socials are the perfect place to tie BoB into cultural moments, awareness days and trending themes, making it feel relevant and timely.
- **Build shareability.** Posts can be amplified by student societies, departments, or staff, spreading BoB awareness across campus networks.
- **Keep BoB front of mind.** In busy academic terms, short reminders on social media ensure BoB isn't forgotten, but instead becomes part of students' daily study toolkit.



Editing the social graphics

We've designed all the social media graphics in this Toolkit using Canva—a free, browser-based tool that's easy to use and widely accessible for students and staff. So you can use them as is or tweak them to fit your brand.

We chose Canva because:

- It allows for quick edits without needing specialist design software.
- It's collaborative—ideal for comms and marketing teams working across departments.
- It makes it easy to adapt graphics to your institution's brand using your colours, fonts and logos.

Each graphic is provided as a fully editable Canva template.

Accessing the social graphics files

We currently don't have the resources to recreate the editable templates in Adobe Express, but folders of high-quality PNGs are available to download and post as is for each content type, no editing required.



EMAIL CAMPAIGNS



Why send a stand-alone BoB promotional email?

A dedicated BoB email is one of the most effective ways to reach both staff and students directly.

Unlike a newsletter snippet, a stand-alone email gives BoB the spotlight, ensuring the message doesn't get lost among other updates.

By running a BoB-only email campaign, institutions maximise visibility and engagement, making sure this powerful resource doesn't remain hidden.

Here's why it works:

- **Cut through the noise.** With a clear subject line and focused content, BoB is the hero of the message—driving stronger awareness and click-throughs.
- **Remind staff and students of their access.** Many users don't realise they already have free access to BoB. A stand-alone email is a simple way to reinforce this.
- **Showcase the benefits.** Emails allow you to highlight BoB's range—from academic enrichment to wellbeing and cultural exploration—in one place.
- **Drive immediate action.** With a direct link to log in or start exploring, you reduce barriers and make it easy for recipients to try BoB straight away.
- **Support onboarding.** Sending a BoB email to new starters (both staff and students) at the start of term ensures they are aware of the resource from day one.

Promotional email suggested copy

Subject line:

- “Unlock 4 million TV & radio programmes with BoB – free for you!”

Header:

BoB: Watch, Clip, Learn - Anytime, Anywhere

Call to action:

Start exploring BoB today → learningonscreen.ac.uk/bob

Optional line for engagement:

P.S. Don't forget—BoB is also great for cultural enrichment and staying up to date with current affairs.


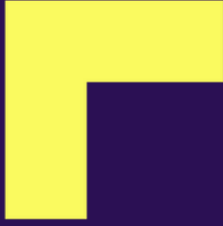
Body copy:

Did you know your institution login gives you free access to Box of Broadcasts (BoB)? Explore over 4 million TV and radio programmes from BBC, ITV, Channel 4 and more—all available on demand.

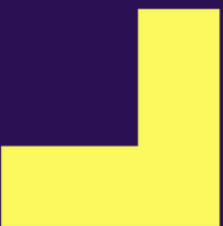
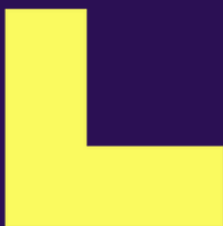
BoB makes studying and teaching easier:

- Create playlists for revision or research
- Clip programmes for presentations or assignments
- Get automatic citations for your work

From documentaries and panel shows to classic films and news, BoB is the study and cultural resource you didn't know you had—now at your fingertips.



**PROMOTE BOB
ACROSS THE
ACADEMIC
CALENDAR**



WELCOME WEEK

The perfect time to engage new students with subject-specific playlists that everyone can enjoy.



SEPT

MID-TERM

Provide inspo for assignments, reminding students that BoB is perfect for essays, presentations, and projects.



NOV

WOMEN'S HISTORY MONTH

Re-engage students with BoB by sharing some incredible stories of powerful women from history.



MARCH

JUNE

JULY

OCT



BLACK HISTORY MONTH

Celebrate different perspectives by engaging all students with our student-selected playlist.

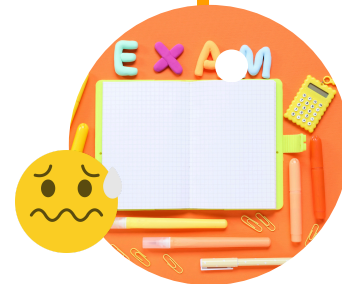


READING WEEK

Remind students they can learn by watching and listening too.

DEC

JAN



EXAM STRESS

Help students manage the stress of revision by sending them to BoB to learn in a different way.

APRIL

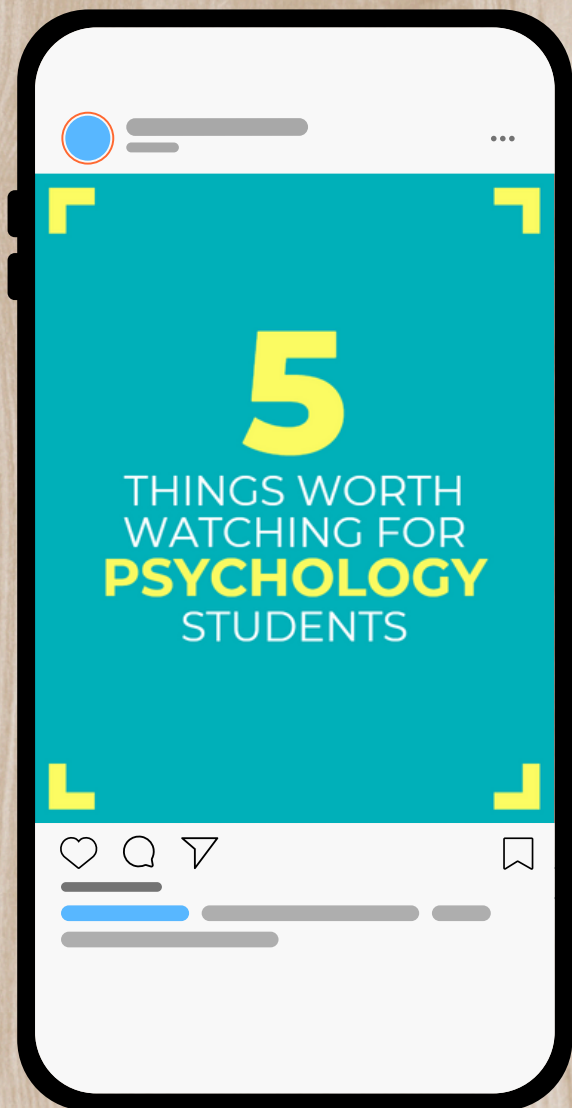


PRIDE MONTH

Before students head off for the summer, remind them how great BoB is for storytelling with our Pride picks.

SEPTEMBER

**WELCOME
WEEK**



Their first term is the moment students form habits that shape their academic life—how they study, where they find support, and which digital tools they rely on. Introducing Box of Broadcasts (BoB) at this point ensures new learners discover it early, understand its value, and build it into their routine from the start.

BoB enriches learning, supports independent study, and also shows your commitment to inclusivity.

By promoting BoB to new students, you let them:

- Integrate high-quality audiovisual resources into their studies immediately
- Feel supported and equipped with the right digital tools from day one
- Explore subjects, spark curiosity and build academic confidence early
- Adopt healthy study habits that balance learning with wellbeing

In this section, we have included a range of ways to engage new students with BoB, from straight-up promotional materials to entry-level playlists on the subjects they are studying.



EMAIL TEMPLATE

Subject line:

Smarter studying starts here—with Box of Broadcasts

Header:

Your own film, TV and radio service — free for all students

Body copy:

Hi [Student Name],

Welcome to [University/College Name]! As you dive into your studies (and student life), there's one tool you'll want to keep close—Box of Broadcasts (BoB).

BoB is your on-demand streaming platform. Watch thousands of programmes, films, and documentaries to help with your studies. From David Attenborough to Derry Girls, Panorama to Pose, it's all there—and it's all free for you to use.

🌟 Why you'll love BoB:

- Watch and record from over 75 free-to-air channels
- Create playlists and share clips for your projects
- Stream anywhere, anytime
- Log in easily with your institution email

So whether you're revising, researching, or relaxing—BoB has something for every subject and every mood.

Call to action:

Start exploring BoB → learningonscreen.ac.uk/bob

SOCIAL MEDIA VIDEOS | BOB PROMOTION



An engaging reel showcasing BoB's core features in a snappy, student-friendly way. It introduces BoB as the ultimate study hack, with benefits like access to 75+ channels, playlist creation, clip saving and citation export—all free with your institution login.

SUGGESTED CAPTION:

BoB: the study hack you didn't know you needed. 🎓 75+ channels, playlists, clips, citations, and course-related content—all free with your institution login. What will you watch first?

[VIEW CANVA FILE](#)

[DOWNLOAD MP4 FILE](#)



A playful, eye-catching reel that flips a common belief on its head—yes, watching TV can be part of your student work when using BoB. It highlights the variety of content available, from the latest dramas to archived broadcasts and reassures students that BoB even handles citations.

SUGGESTED CAPTION:

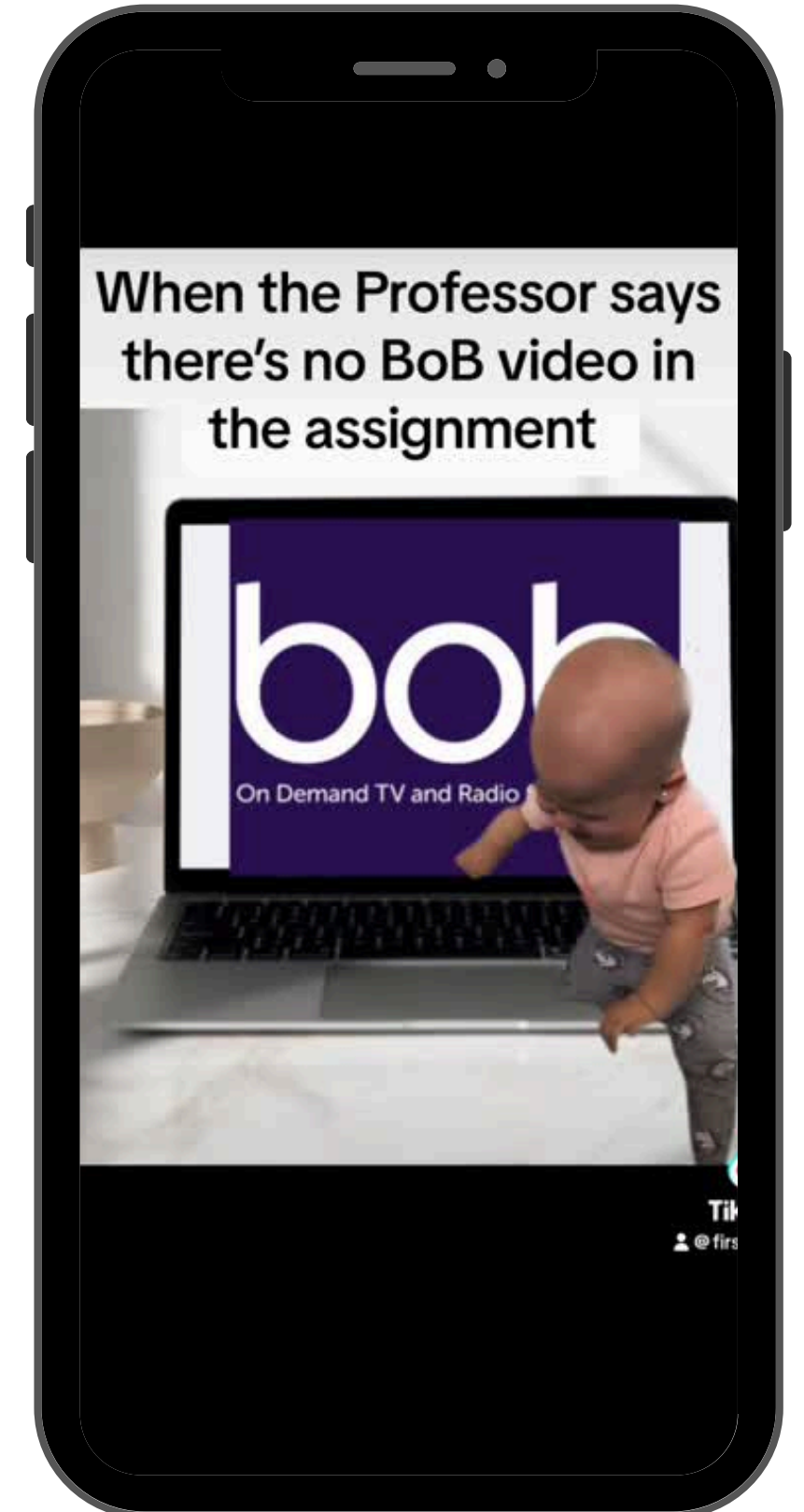
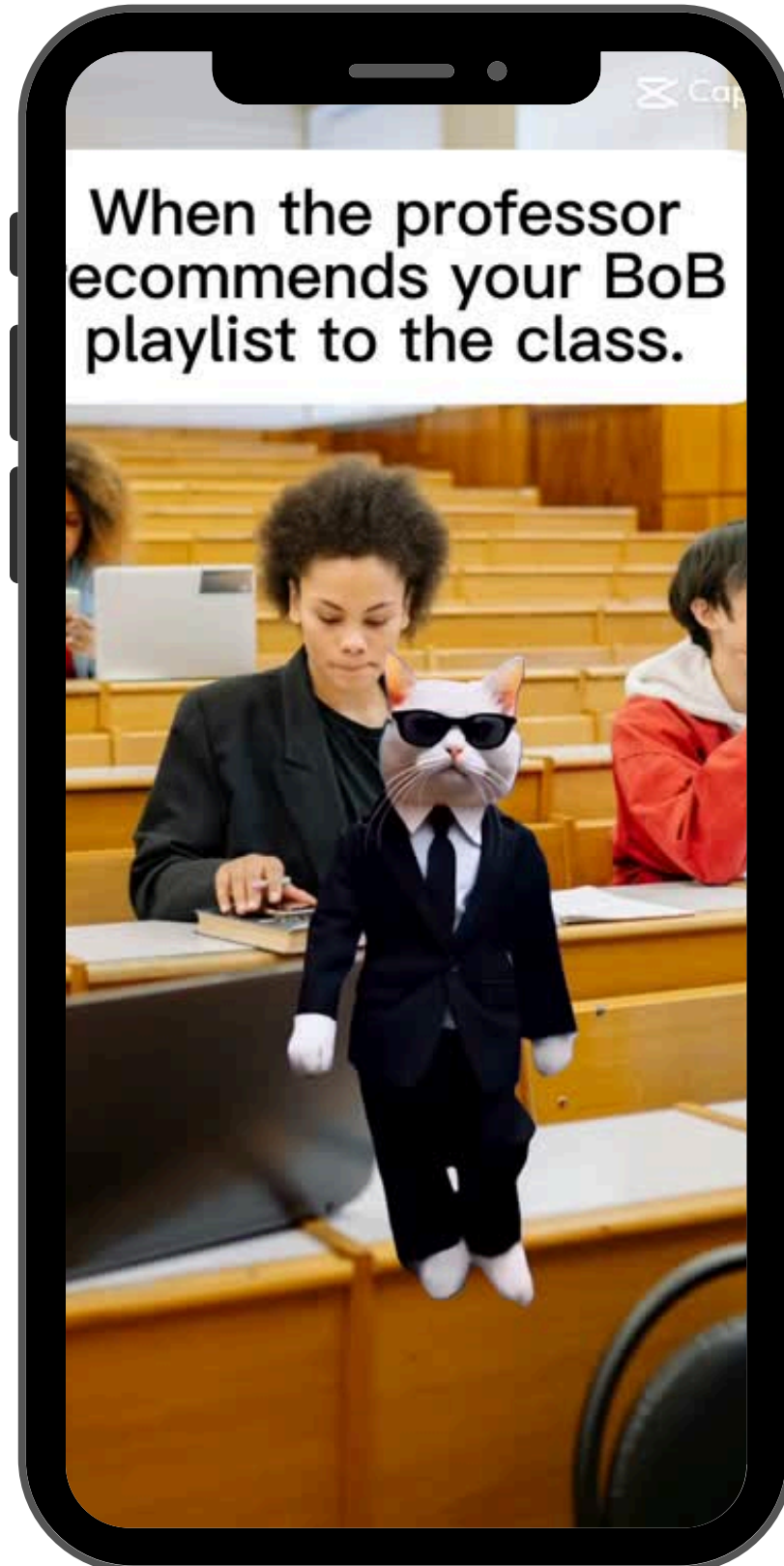
Think watching TV can't be studying? 📺 With BoB, it can. From the latest dramas to archived gems – and yes, it'll even make your citations. All free with your institution login.

[VIEW CANVA FILE](#)

[DOWNLOAD MP4 FILE](#)

SOCIAL MEDIA VIDEOS | BOB PROMOTION

DOWNLOAD MP4 FILES



SOCIAL MEDIA POSTS | LAW STUDENTS

[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

Step inside the world of justice with these 5 top picks of dramatic and documentary investigations and the people behind the cases that make headlines. All free to watch with your institution login on BoB.

[Insert playlist link]



4:5 DOWNLOADS

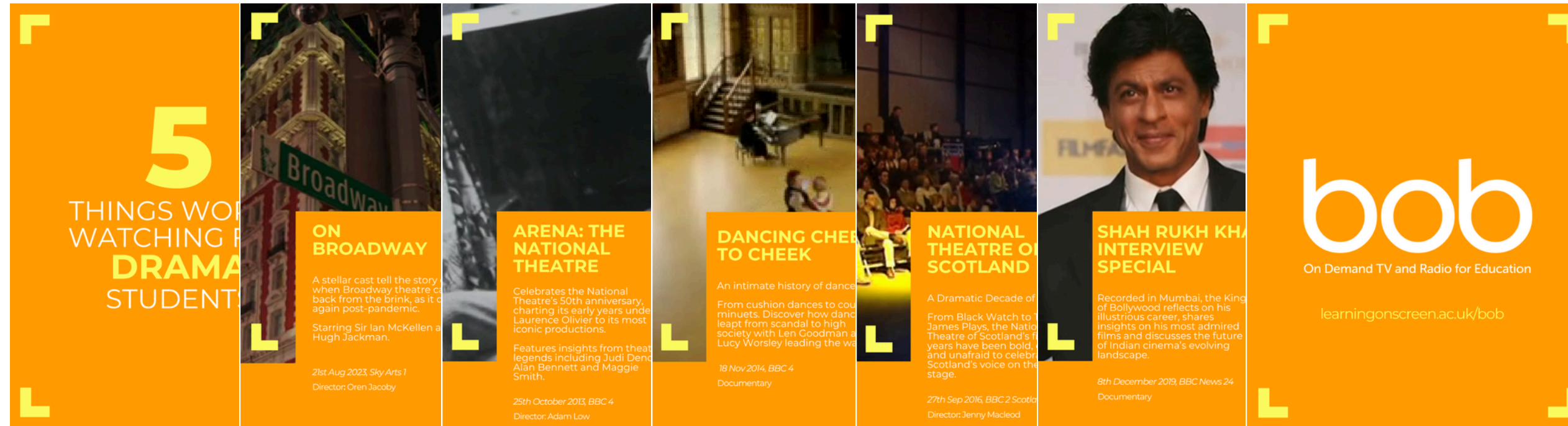
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SOCIAL MEDIA POSTS | DRAMA STUDENTS

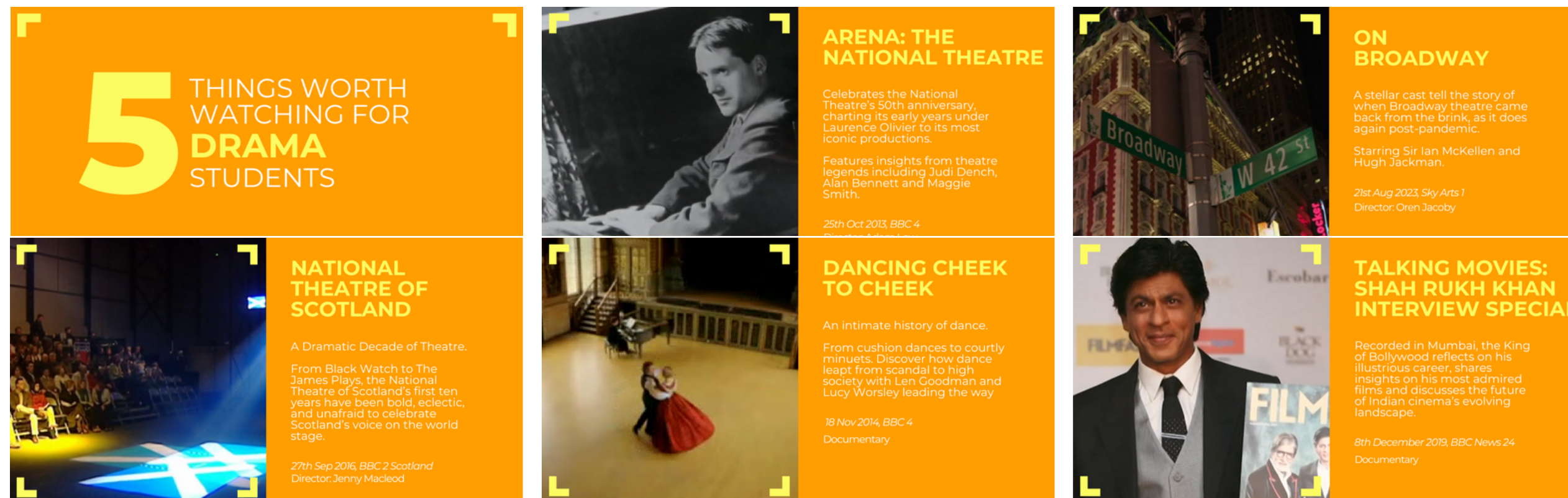
[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

From exclusive interviews to captivating stories and insightful documentaries, this playlist has something for every film and media enthusiast. All free to watch with your institution login.

[Insert playlist link]



4:5 DOWNLOADS

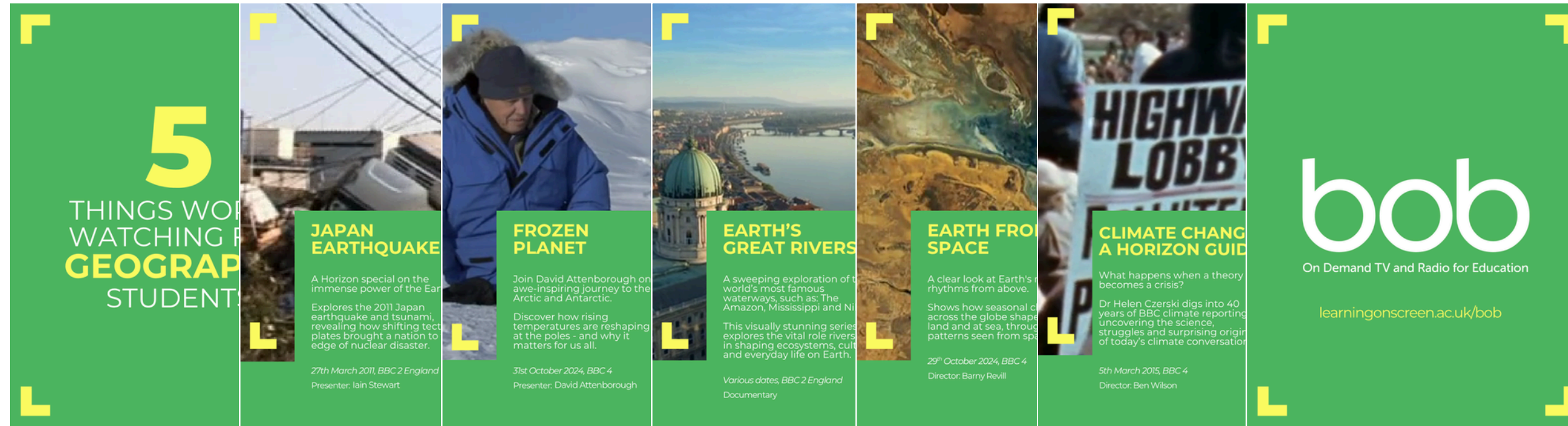
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SOCIAL MEDIA POSTS | GEOGRAPHY STUDENTS

[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

Discover breathtaking documentaries and series exploring our planet's landscapes, climates and natural forces. All free to watch with your institution login on BoB.

[Insert playlist link]



4:5 DOWNLOADS

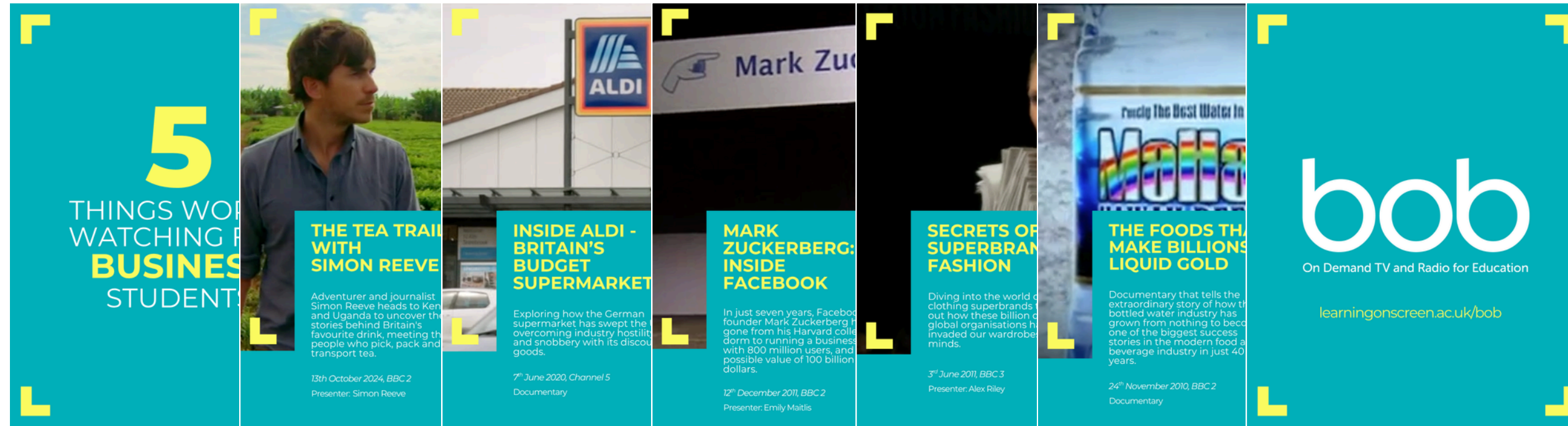
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SOCIAL MEDIA POSTS | BUSINESS STUDENTS

[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

Explore eye-opening documentaries and series on global brands, big business, and the stories behind the products we use every day. All free to watch with your institution login on BoB.

[Insert playlist link]



4:5 DOWNLOADS

1920 x 1080 DOWNLOADS

4:5 EDITABLE FILES

1920 x 1080 EDITABLE FILES

SOCIAL MEDIA POSTS | HISTORY STUDENTS

[BOB PLAYLIST LINK](#)

5 THINGS WORTH WATCHING FOR HISTORY STUDENTS

EMPIRE: WHY BRITAIN?
A six-part series charting the story of the rise and fall of British Empire.
Explores why Britain built the largest empire in history, tracing its shift from piracy, power and revealing how global trade sparked the first age of globalisation.
19th April 2011, Channel 4
Presenter: Niall Ferguson

CLEOPATRA'S LOST TOMB
Follow Dr Kathleen Martinez, a criminal lawyer turned archaeologist, as she searches for Cleopatra's lost tomb.
Uncover mysterious tunnels, ancient artefacts, and a hidden city - could a deep underground shaft reveal Egyptology's greatest mystery?
26th Jan 2019, More 4
Documentary

WW2: THE LAST HEROES
World War II veterans share their stories in this documentary series.
The first episode explores the hope and harsh reality of the D-Day landings, revealing how first-time soldiers overcame the odds to secure the beaches.
3rd Feb 2014, Yesterday
Producer: Paul Wooding

POMPEII: LIFE AND DEATH IN A ROMAN TOWN
Explore life in Pompeii before the eruption with Mary Beard.
Using cutting-edge science, discover surprising insights into ancient diets, health, social divides and daily life in this vibrant Roman town.
28th May 2015, BBC 4
Director: Paul Eston

THE REAL DOWNTON ABBEY
A one-hour special exploring Highclere Castle's fascinating history, real-life stories from upstairs and downstairs and its stunning grounds.
The programme reveals a surprising link to Egypt's most famous pharaoh and uncovers secrets of its past.
25th October 2015, ITV 3
Director: Clare Lewins

bob
On Demand TV and Radio for Education
learningonscreen.ac.uk/bob

SUGGESTED CAPTION:

Step back in time with documentaries and series revealing the events and people that shaped our world. All free to watch with your institution login on BoB.

[Insert playlist link]

5 THINGS WORTH WATCHING FOR HISTORY STUDENTS

EMPIRE: WHY BRITAIN?
A six-part series charting the story of the rise and fall of the British Empire.
Explores why Britain built the largest empire in history, tracing its shift from piracy to power and revealing how global trade sparked the first age of globalisation.
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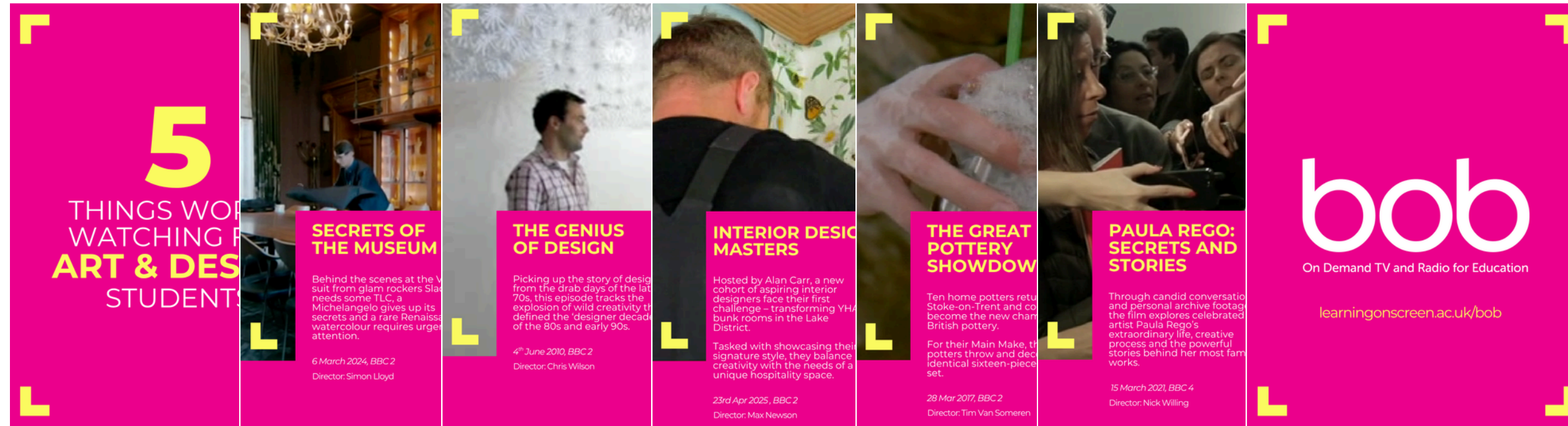
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SOCIAL MEDIA POSTS | ART & DESIGN STUDENTS

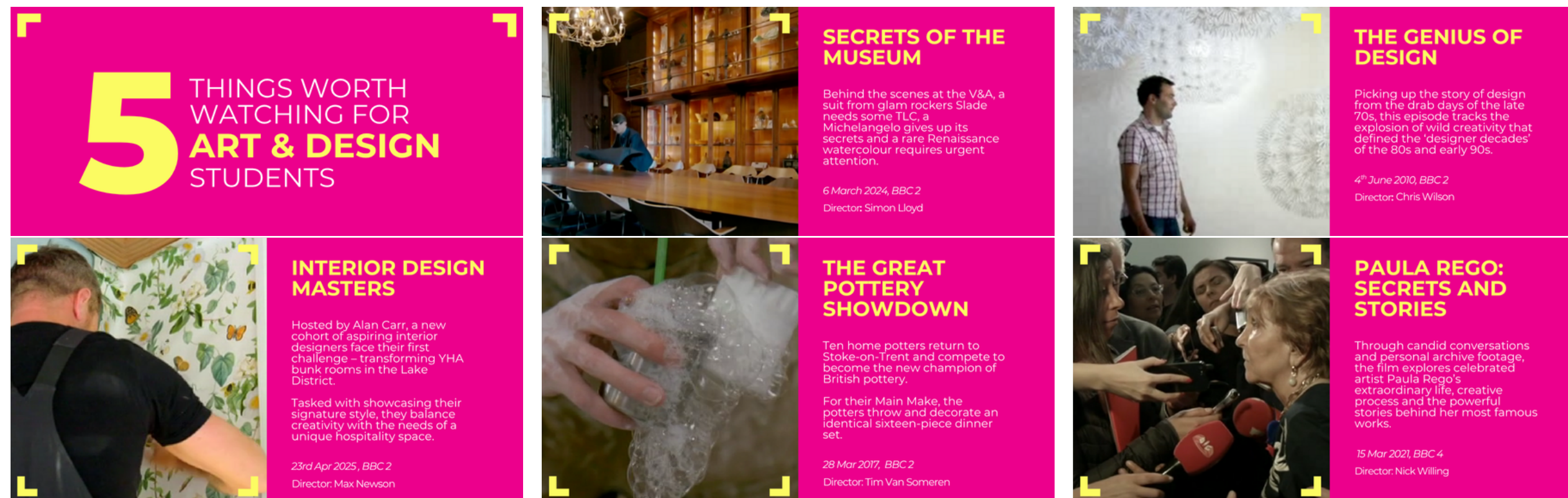
BOB PLAYLIST LINK



SUGGESTED CAPTION:

From master painters to pottery challenges, BoB has a treasure trove of inspiring programmes for art and design lovers. All free to watch with your institution login.

[Insert playlist link]



4:5 DOWNLOADS

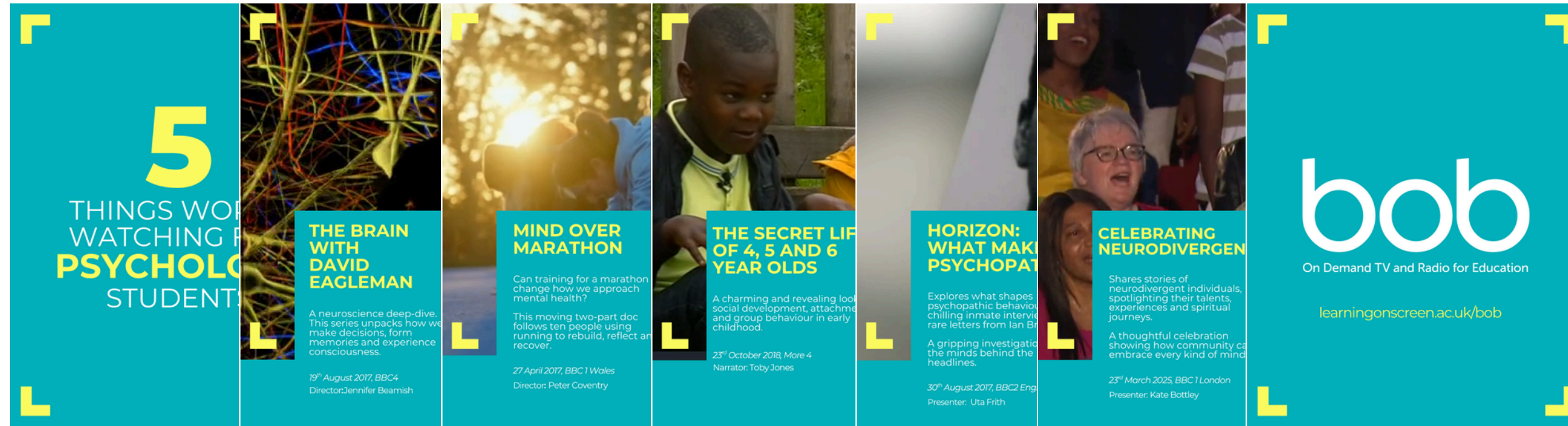
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SOCIAL MEDIA POSTS | PSYCHOLOGY STUDENTS

[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

Explore fascinating documentaries and series that dive into the human brain, behaviour and beyond. All free to watch with your institution login on BoB.

[Insert playlist link]



4:5 DOWNLOADS

1920 x 1080 DOWNLOADS

4:5 EDITABLE FILES

1920 x 1080 EDITABLE FILES

SOCIAL MEDIA POSTS | ENGLISH STUDENTS

[BOB PLAYLIST LINK](#)

5 THINGS WORTH WATCHING FOR ENGLISH STUDENTS

THE BOY IN THE STRIPED PYJAMAS
Based on the childrens novel by John Boyne, this award-winning film can help introduce students to the book's concerns with innocence and friendship and prompt wider discussions on the impact of war on English literature.
8th March 2023, BBC 2
Director: Mark Herman

TO KILL A MOCKINGBIRD
This 1963 classic starring Gregory Peck explores themes of racial injustice, morality and empathy. Encourages discussions around narrative techniques, character development and social context.
22nd March 2014, ITV 2
Director: Robert Mulligan

A CLOCKWORK ORANGE
This controversial adaptation of Anthony Burgess' linguistic tour de force offers an entry point for discussions on the novel's use of language and exploration of the nature of good and evil.
25th July 2012, ITV
Director: Stanley Kubrick

MARY SHELLEY'S FRANKENSTEIN
Mary Shelley's classic tale of a God complex gone awry is brought vividly to life by director and star Kenneth Branagh, and can help engage students with the book's dissection of identity, isolation, ethics and ambition.
30th October 2019, BBC 1
Director: Kenneth Branagh

1984
Adapted from George Orwell's seminal dystopian novel, this 1984 production starring John Hurt is ideal for launching discussions around the source text's themes of totalitarianism, surveillance and propaganda.
14th February 2005
Director: Michael Radford

bob
On Demand TV and Radio for Education
learningonscreen.ac.uk/bob

SUGGESTED CAPTION:

Explore timeless stories and powerful adaptations that bring classic literature to life. All free to watch with your institution login on BoB.

[Insert playlist link]

5 FILMS WORTH WATCHING FOR ENGLISH STUDENTS

THE BOY IN THE STRIPED PYJAMAS
Based on the childrens novel by John Boyne, this award-winning film can help introduce students to the book's concerns with innocence and friendship and prompt wider discussions on the impact of war on English literature.
8th March 2023, BBC 2
Director: Mark Herman

TO KILL A MOCKINGBIRD
This 1963 classic starring Gregory Peck explores themes of racial injustice, morality and empathy. Used in conjunction with Harper Lee's novel it can help students engage in discussions around narrative techniques, character development and social context.
22nd March 2014, ITV 2

A CLOCKWORK ORANGE
This controversial adaptation of Anthony Burgess' linguistic tour de force offers an entry point for discussions on the novel's use of language and exploration of the nature of good and evil.
25th July 2012, ITV
Director: Stanley Kubrick

MARY SHELLEY'S FRANKENSTEIN
Mary Shelley's classic tale of a God complex gone awry is brought vividly to life by director and star Kenneth Branagh, and can help engage students with the book's dissection of identity, isolation, ethics and ambition.
30th October 2019, BBC 1
Director: Kenneth Branagh

1984
Adapted from George Orwell's seminal dystopian novel, this 1984 production starring John Hurt is ideal for launching discussions around the source text's themes of totalitarianism, surveillance and propaganda.
14th February 2005
Director: Michael Radford

[4:5 DOWNLOADS](#)

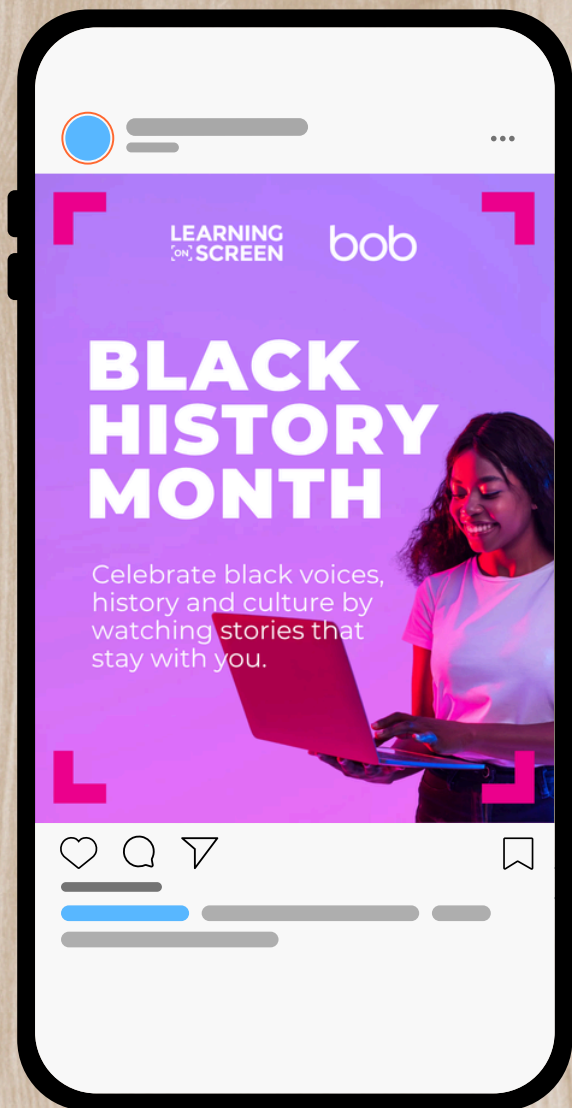
[1920 x 1080 DOWNLOADS](#)

[4:5 EDITABLE FILES](#)

[1920 x 1080 EDITABLE FILES](#)

OCTOBER

**BLACK
HISTORY
MONTH**



Box of Broadcasts gives staff and students instant access to thousands of programmes that celebrate Black culture, history and creativity—from powerful documentaries and interviews to films and debates that spotlight diverse voices and lived experiences.

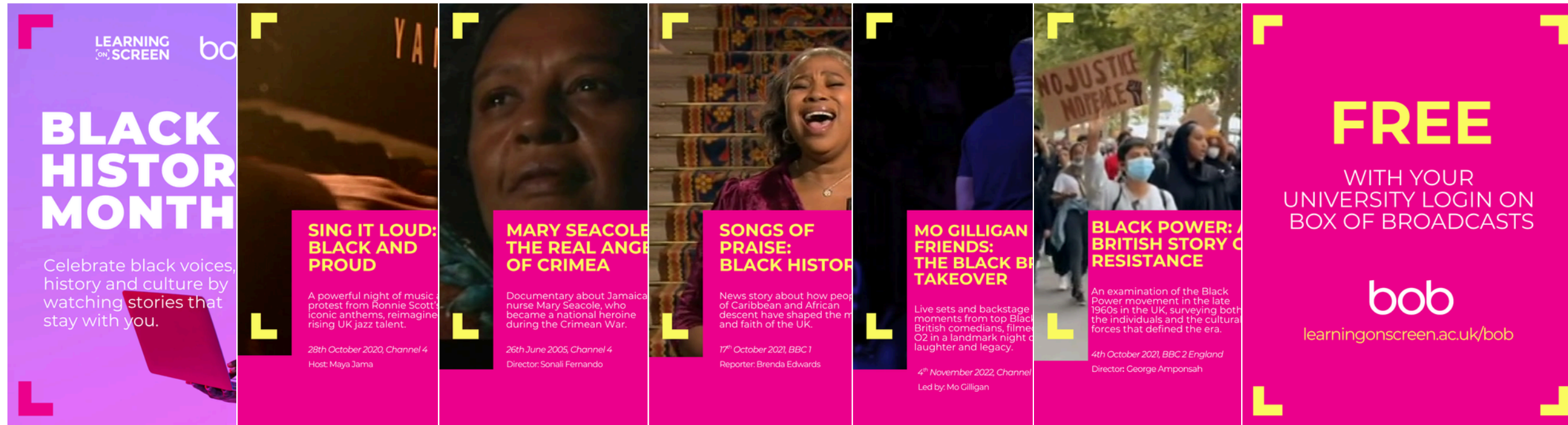
Because diverse perspectives don't just enrich our screens — they enrich our learning. We encourage you and your staff to engage students with Box of Broadcasts around Black History Month to motivate them to explore stories that educate, challenge and inspire.

Direct them to BoB to hear directly from Black scholars, artists, activists and communities shaping the world today. Whether they're studying history, politics, media, or the arts, it's a chance for them to broaden their understanding through voices often underrepresented in mainstream curricula.

Feel free to use the content in this section to make this easy for you.

SOCIAL MEDIA POSTS

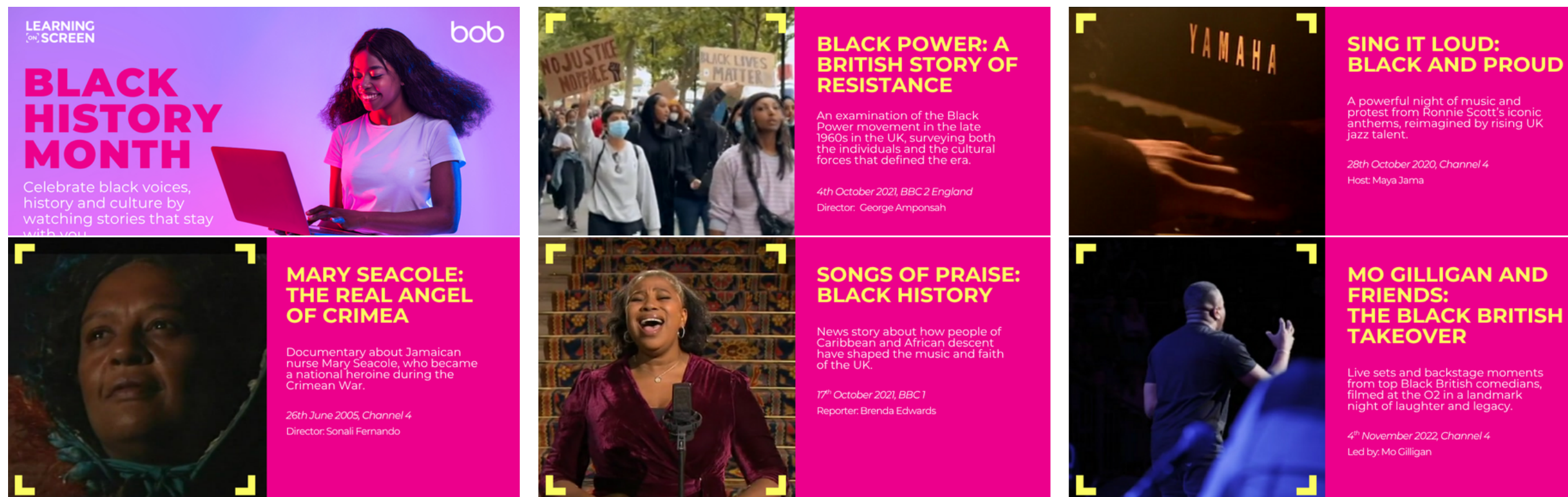
BOB PLAYLIST LINK



SUGGESTED CAPTION:

This Black History Month, explore stories that celebrate Black voices, history and culture. From iconic moments to untold histories, watch the programmes that will stay with you on Box of Broadcasts (BoB)—free with your institution login. 🙌📺

[Insert playlist link]



4:5 DOWNLOADS

1920 x 1080 DOWNLOADS

4:5 EDITABLE FILES

1920 x 1080 EDITABLE FILES

EMAILS

FOR STUDENTS

Subject line:

Watch. Learn. Celebrate Black History.

Header:

Black voices. Bold stories.

Body copy:

Hi [Student Name],

Celebrate Black History Month with curated films and shows that explore Black culture, history, and excellence—across the UK and beyond.

From civil rights to culture-shaping icons, Box of Broadcasts helps you learn, reflect, and celebrate through powerful media.

 Free and ready to stream anytime.

Call to action:

Explore Black History Month BoB Playlists →

learningonscreen.ac.uk/bob

FOR TEACHING STAFF

Subject line:

Bring diverse perspectives into your teaching this month

Header:


Expand your teaching resources with BoB

Body copy:

Hi [Staff Name],

BoB offers a wide range of relevant programming to support Black History Month across subjects—from politics and literature to healthcare and the arts.

Or browse our historic archive to bring lived experience, cultural depth, and historical context into your lectures and seminars.

 Don't forget, BoB easily integrates into VLEs and your reading lists.

Call to action:

Explore Black History Month BoB Playlists →

learningonscreen.ac.uk/bob

NOVEMBER

**READING
WEEK**



Reading Week is a key moment when students step back, catch up and engage with course material in different ways. This is the perfect time to promote Box of Broadcasts (BoB) to help students study more effectively by giving them accessible, multimodal routes into complex topics.

With over 3 million broadcast programmes, documentaries, news items and films, BoB supports deeper understanding, improves engagement, and offers diverse, real-world perspectives that complement academic reading.

We have created a short all-student email over the page, which you can use to remind students about BoB. However, this is also a great time to re-share the content from Welcome Week as students also miss things at the start of term. Re-share the subject-specific playlists in your library newsletters, VLE announcements and social media posts.

Don't forget to also remind all staff to embed BoB clips in reading-week study guides to ensure you're delivering inclusive and diverse options for all students.



EMAIL TEMPLATE

Subject line:

Reading week isn't just for reading

Header:

Don't forget you can learn by watching Box of Broadcasts

Body copy:

Hi [Student Name],

Reading Week is nearly here – a chance to pause, reset, and catch up on your studies. But remember: learning doesn't only happen through reading. This is the perfect time to use film, TV and radio as academic tools to deepen understanding, revise key concepts, and bring difficult ideas to life.

Here are a few easy ways to integrate watching + reading into your study plan this week:

- Pair a chapter/article with a short documentary or interview to reinforce key ideas
- Watch real-world case studies to prepare for seminars
- Use BoB clips to break up heavy reading sessions
- Explore playlists from your department or library
- Revisit lecture-related content to strengthen your understanding

Research shows that combining multimodal learning (reading + watching + listening) can improve retention, engagement, and accessibility — especially if you find traditional academic reading tough at times. Reading Week is your chance to study in the way that works best for you.

Access Box of Broadcasts for free with your institutional log in.

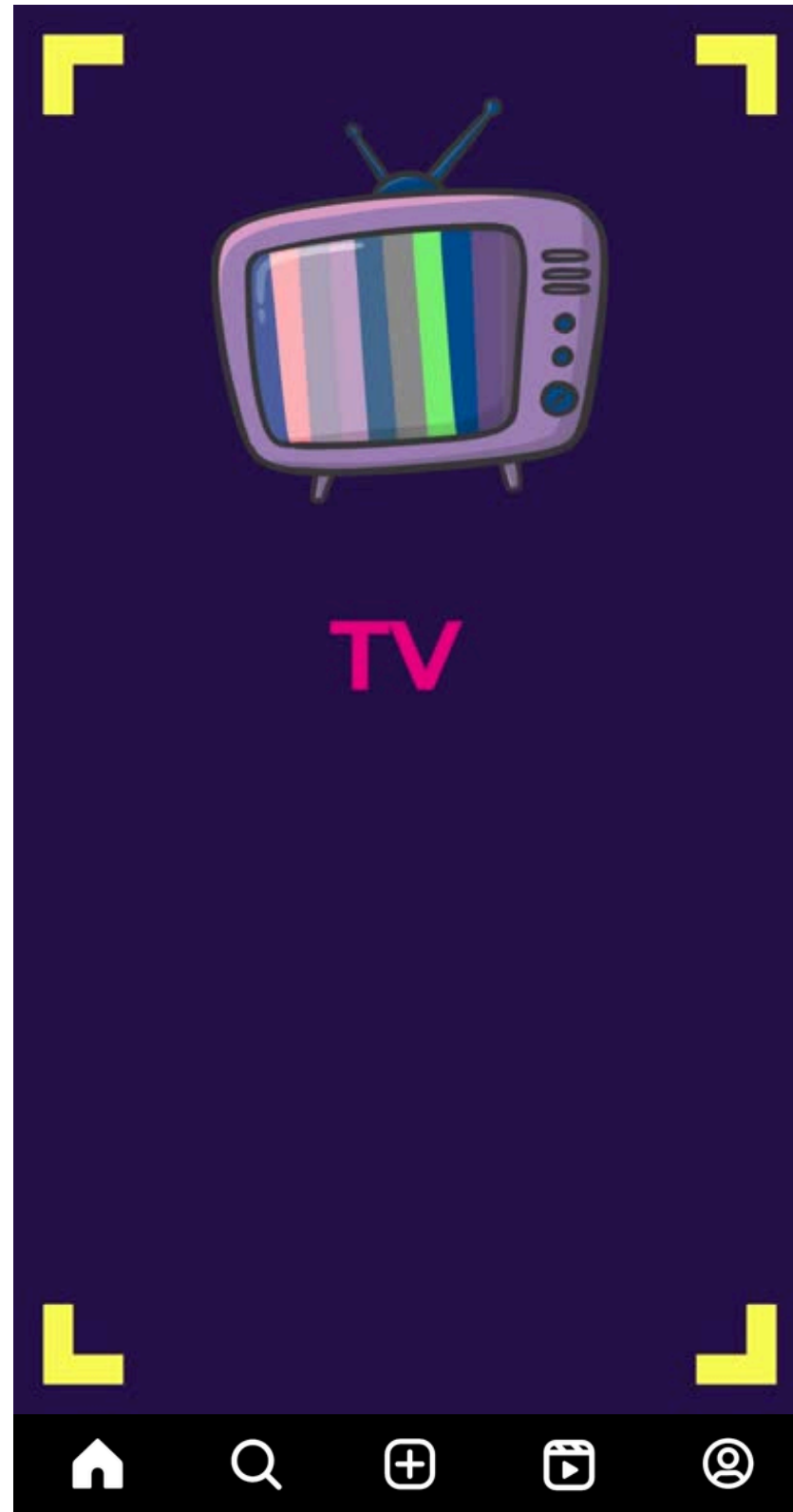
Call to action:

Start exploring BoB → learningonscreen.ac.uk/bob

NOVEMBER

**MID-TERM
BOOST**

SOCIAL MEDIA VIDEOS



A quick, upbeat reel showing students that Box of Broadcasts (BoB) isn't just for TV lovers—it's a smart study companion. The reel positions BoB as the perfect break from traditional textbook reading, highlighting features like playlists, 75+ TV and radio channels and automatic citations, all free with an institution login.

PURPOSE:

To grab students' attention during study-heavy periods and show them how BoB can be used as a genuine academic resource—a fun one.

CATEGORY: Educational (with a light, relatable tone)

SUGGESTED POSTING TIMES:

- Start of academic term (introducing resources)
- Before/during mid-term assignments (late October / November)
- Pre-exam and dissertation season (January–March & May)

SUGGESTED CAPTION:

Bored of staring at textbooks all day? 📺 Switch things up with TV & radio on BoB—your secret study hack. Make playlists, access 75+ channels, and let them sort the citations. All free with your institution login. 🎓

[DOWNLOAD MP4 FILE](#)

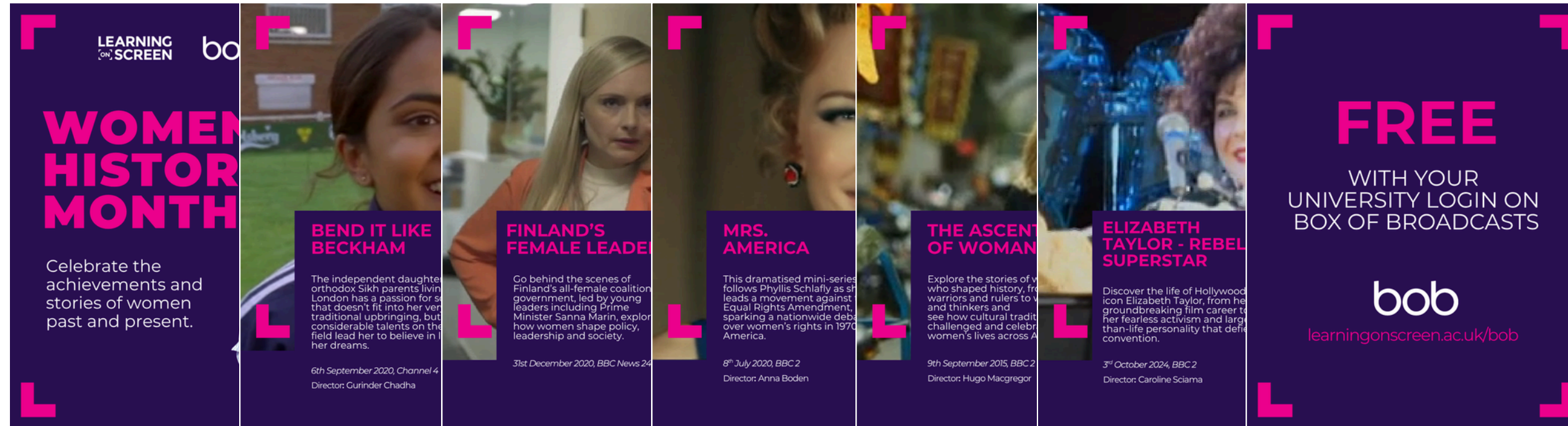
[VIEW CANVA FILE](#)

MARCH

**WOMEN'S
HISTORY
MONTH**

SOCIAL MEDIA POSTS

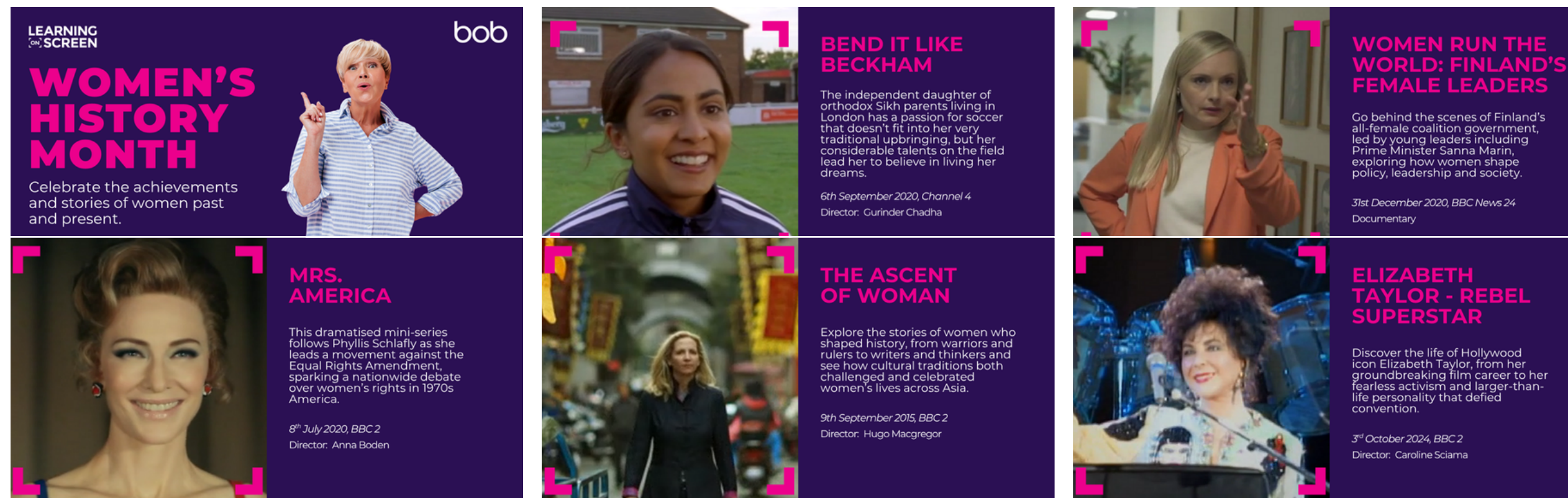
[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

This Women's History Month, discover stories that celebrate women's voices, achievements and impact—perfect for inspiring your next study break. Free on Box of Broadcasts (BoB) with your institution login.

[Insert playlist link]



4:5 DOWNLOADS

1920 x 1080 DOWNLOADS

4:5 EDITABLE FILES

1920 x 1080 EDITABLE FILES

EMAILS

FOR STUDENTS

Subject line:

Celebrate Powerful Stories with BoB

Header:

Explore International Women's Day through film

Body copy:

Hi [Student Name],

For International Women's Day, discover documentaries, interviews and films that spotlight the achievements, challenges and voices of women across history and the world. From groundbreaking scientists to fearless activists, BoB brings their stories to your screen.

Not sure where to start? Discover the dedicated playlist—the perfect story is waiting.

Call to action:

Explore International Women's Day BoB Playlists →
learningonscreen.ac.uk/bob

FOR TEACHING STAFF

Subject line:

Curated Content for International Women's Day

Header:

Explore Resources for Teaching & Reflection

Body copy:

Hi [Staff Name],

Planning content around International Women's Day? BoB provides access to powerful programming covering gender equality, women's history, and global perspectives.

Use broadcast content to spark discussion, contextualise theory and diversify reading lists.

Perfect for lectures, seminars or independent viewing.

Call to action:

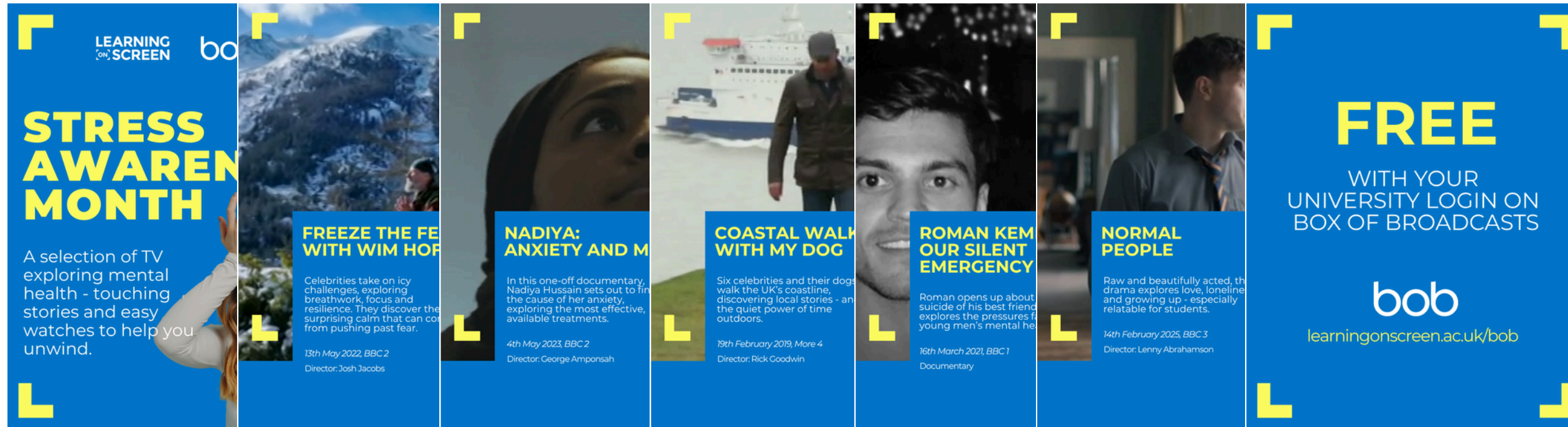
Explore International Women's Day BoB Playlists →
learningonscreen.ac.uk/bob

APRIL

**STRESS
AWARENESS
MONTH**

SOCIAL MEDIA POSTS

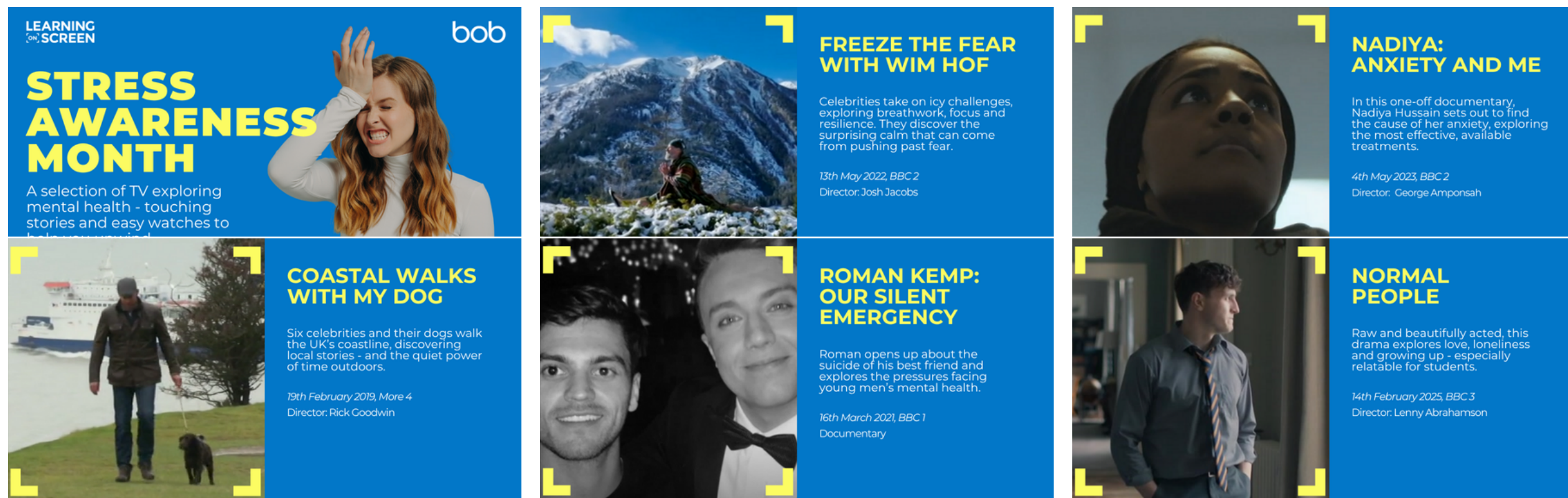
[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

Feeling stressed? You're not alone. This Stress Awareness Month, explore inspiring stories that educate on mental health awareness.

[Insert playlist link]



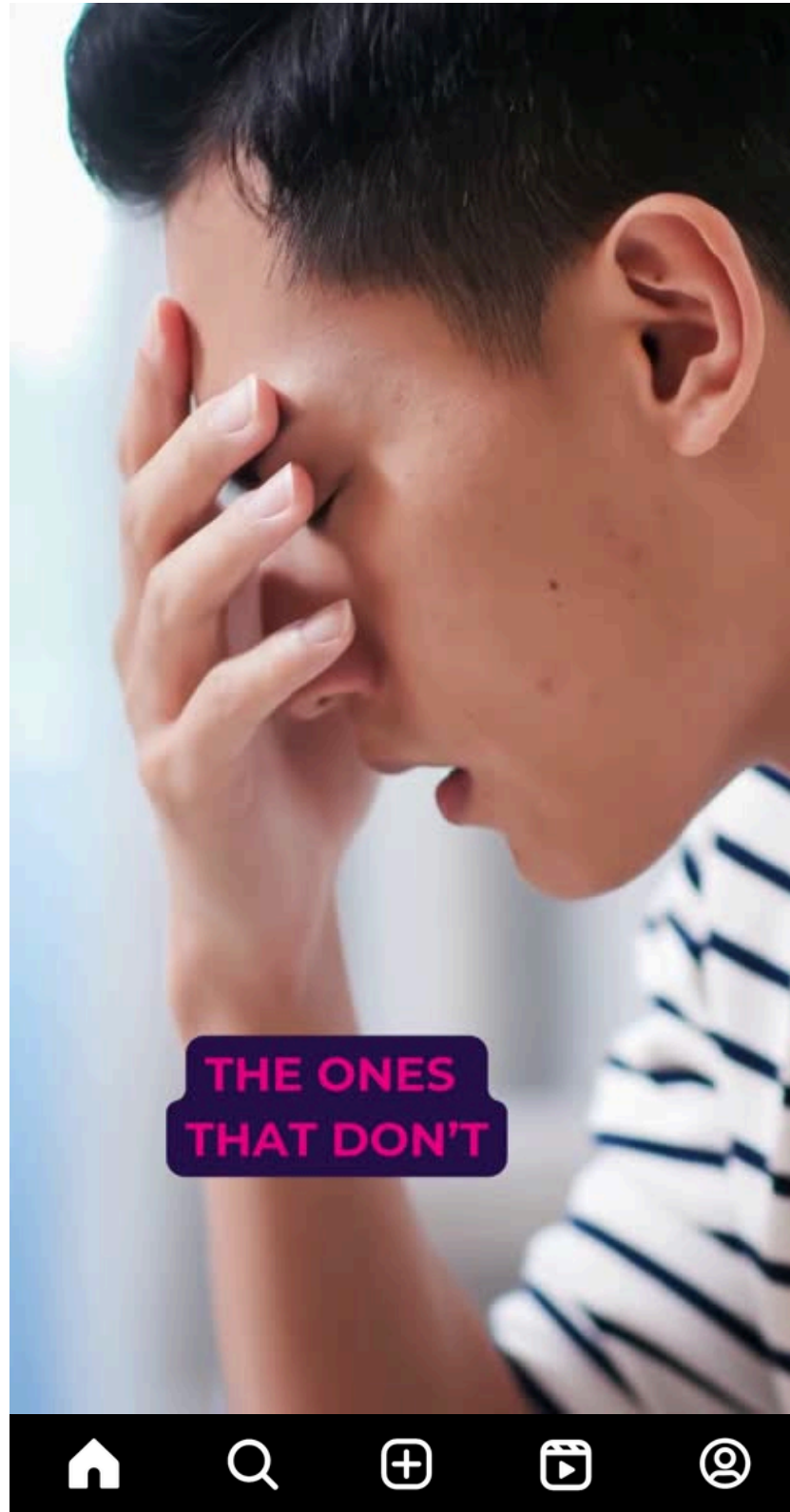
4:5 DOWNLOADS

1920 x 1080 DOWNLOADS

4:5 EDITABLE FILES

1920 x 1080 EDITABLE FILES

SOCIAL MEDIA VIDEOS



A short, visual contrast reel showing the difference between students who use BoB (relaxed, smiling, enjoying content on their laptops) and those who don't (stressed, overwhelmed, struggling). No text is used beyond the title, so the message is conveyed purely through relatable student imagery.

PURPOSE:

To create an instantly recognisable, shareable piece of content that sparks curiosity about BoB and nudges students to join the “relaxed” group.

CATEGORY: Entertaining (with subtle promotional/educational undertone)

SUGGESTED POSTING TIMES:

- Start of term as an attention-grabber (Sept / Oct)
- Pre-assignment or exam periods to emphasise BoB as a helpful resource (Nov, Jan, April)
- During wellbeing weeks or campaigns promoting balance

SUGGESTED CAPTION:

Which one are you? 🤔 Discover stress-free studying with BoB—free with your institution login.

[DOWNLOAD MP4 FILE](#)

[VIEW CANVA FILE](#)

SOCIAL MEDIA VIDEOS



A cosy, aesthetic reel that plays on the “romanticising your life” trend. It shows how BoB’s documentaries can make revision feel like a Netflix binge—complete with warm visuals like candlelight, a tidy desk setup and tea pouring to create that study-day atmosphere.

PURPOSE:

To make BoB feel aspirational and lifestyle-oriented, appealing to students who enjoy creating an aesthetic study environment and want studying to feel enjoyable.

CATEGORY: Entertaining (with a soft educational hook)

SUGGESTED POSTING TIMES:

- Early in revision periods to inspire motivation (Oct/Nov, Jan, April)
- Around exam season, to make studying feel less daunting
- Winter months, when cosy, indoor study vibes resonate most (Nov–Feb)

SUGGESTED CAPTION:

POV: Romanticising your degree ✨ BoB’s documentaries turn revision into a Netflix-level experience – with candles, tea and no guilt. All free with your institution login.

[DOWNLOAD MP4 FILE](#)

[VIEW CANVA FILE](#)

SOCIAL MEDIA VIDEOS



Fun, collage-style cut-outs of a laptop screen showing BoB, a coffee cup and headphones arranged on a coloured background. The tone is light-hearted and slightly tongue-in-cheek but still taps into the “main character” study trope.

PURPOSE:

To connect with students who playfully romanticise their degree, showing BoB can be part of their “academic persona” while keeping it approachable and relatable.

CATEGORY: Entertaining/relatable

SUGGESTED POSTING TIMES:

- Start of dissertation season (March–April, November–January)
- Post mid-afternoon (around 3–5pm) when procrastination scrolls peak

SUGGESTED CAPTION:

Main character energy, but make it research 📖✨

From award-winning documentaries to niche academic gems — BoB’s got you covered (coffee not included).

[DOWNLOAD MP4 FILE](#)

[VIEW CANVA FILE](#)

JUNE

**PRIDE
MONTH**

SOCIAL MEDIA POSTS

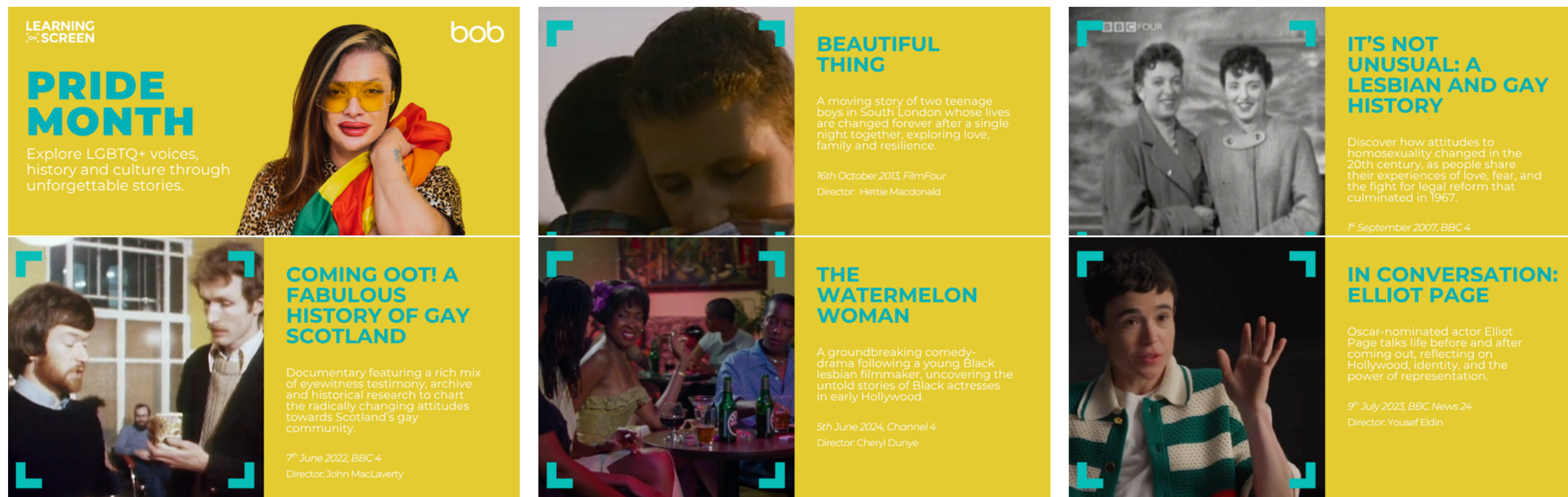
[BOB PLAYLIST LINK](#)



SUGGESTED CAPTION:

This Pride Month, explore stories that honour LGBTQ+ voices, history and culture. From trailblazers to everyday heroes, discover programmes that inspire, educate and stay with you on BoB (free with your institution login!).

[Insert playlist link]



4:5 DOWNLOADS

1920 x 1080 DOWNLOADS

4:5 EDITABLE FILES

1920 x 1080 EDITABLE FILES

EMAILS

FOR STUDENTS

Subject line:

Stories that celebrate Pride 🏳️🌈

Header:

Discover LGBTQ+ voices on screen

Body copy:

Hi [Student Name],

Celebrate Pride with powerful films, series, and documentaries that explore identity, activism, and community.

Whether you're discovering LGBTQ+ history or watching modern-day stories unfold, BoB is your gateway to diverse and inclusive programming.

 All free, all in one place.

Call to action:

Explore Pride Month BoB Playlists →
learningonscreen.ac.uk/bob

FOR TEACHING STAFF

Subject line:

Bring LGBTQ+ voices into your curriculum

Header:

Pride Programming for Learning & Inclusion

Body copy:

Hi [Staff Name],

Use Pride Month to bring fresh perspectives into your teaching with BoB. From LGBTQ+ representation in media to real-world stories and experiences.

Use broadcast content to spark discussion, contextualise theory, and diversify reading lists. We have a student-selected playlist you can share, or you can choose from a wealth of historical LGBTQ+ content that best fits your learning outcomes.

Call to action:

Explore Pride Month BoB Playlists →
learningonscreen.ac.uk/bob