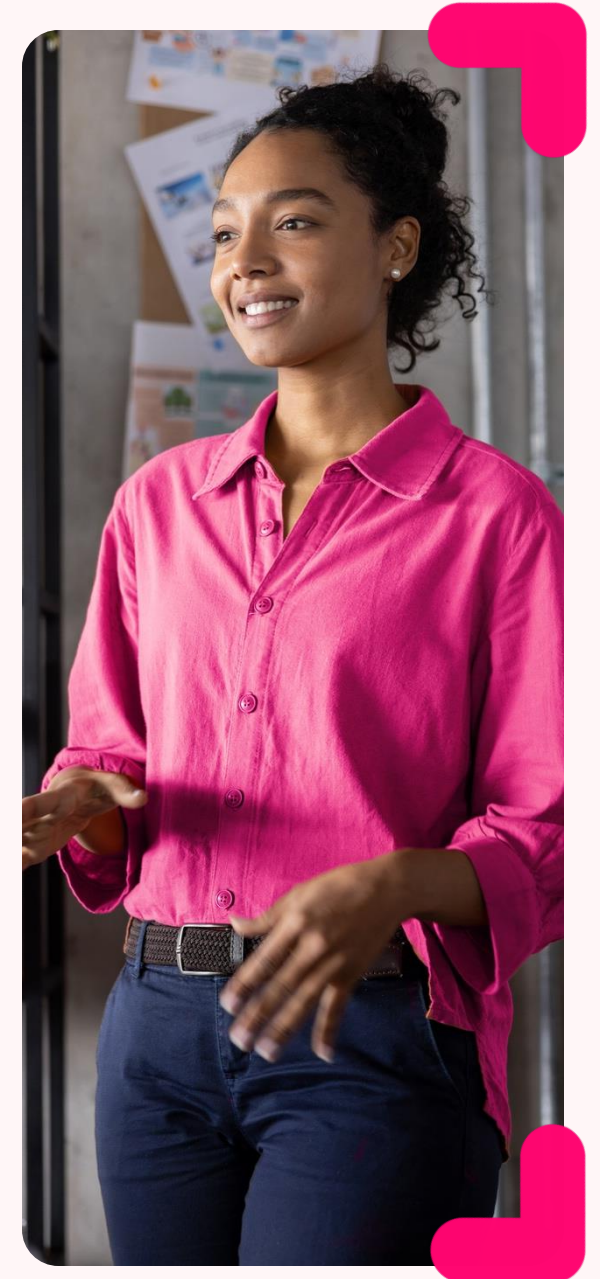


SMF⁷
EMPLOYER
INDEX
2025
COMMUNICATIONS
TOOLKIT

TAKE THE LEAD ON SOCIAL MOBILITY
BY SHARING THE EMPLOYER INDEX





CONGRATULATIONS ON JOINING THIS YEAR'S SOCIAL MOBILITY EMPLOYER INDEX!

This pack contains everything you need to become a Social Mobility Employer Index champion. By talking about your involvement in the Index, you will:

- ✓ Establish your organisation as a social mobility leader, creating workplace cultures where everyone can thrive.
- ✓ Model good practice to other organisations in your sector, inspiring others to take your lead and join the Index.

The Social Mobility Employer Index 2025 will be released on Wednesday 15th October. Please post your celebrations from

9AM ON 15TH OCTOBER

74% of young people think that diversity, equity and inclusion schemes should include class or socioeconomic background

Unheard Voices 2025

THE INDEX 2025

Your organisation is part of a movement that creates inclusive workplace cultures where everyone can thrive. This is not only the right thing to do but is also better for business.

This year's Index saw fantastic progress across entrants:

140

entrants in the 2025
Social Mobility
Employer Index.

74%

of entrants collect
socioeconomic
background data for
their employees,
because what gets
measured gets done.

75%

of entrants focused
careers outreach on
schools with lower
social mobility.

82%

of entrants with
apprenticeships paid
the real Living Wage
or higher.

10

more organisations
joined the movement
to measure the class
pay gap.

SOCIAL MEDIA ASSETS & COPY

Establish yourself as a social
mobility champion.

SMF

To access assets, [click here](#)

OUR SOCIAL MEDIA HANDLES

Please tag us in all posts and use **#SMFIndex25**



Twitter/X
@SocialMobilityF



Instagram
**@socialmobility
foundation**



LinkedIn
**@The Social
Mobility Foundation**



TikTok
@social.mobility.f



KEY MESSAGES

Here are some suggested messages that will resonate with your audiences. Feel free to use them in your own copy.

The Social Mobility Employer Index helps you understand where opportunity is being missed and how to unlock it. It's not just a ranking, it's a roadmap. When we act on social mobility, we build stronger, fairer, more successful organisations/ businesses/ workplaces.

All employers that join the Index are leaders in creating a culture where everyone can thrive, leading to more representative, innovative, successful organisations.

The Index helps you turn your values into action. It supports you to build a workplace where potential comes first. It's time to join the movement to create inclusive, purpose-driven organisations where everyone can thrive.

The Index gives you practical insights to strengthen your workforce, improve retention and sharpen performance. It helps identify overlooked talent and drive cultural improvements that pay off.

The Social Mobility Employer Index is open to everyone, wherever you are on your social mobility journey. It provides you with the tools to unlock your organisation's potential and propel your success.

SOCIAL MEDIA ASSETS

The following slides contain assets and copy to help you celebrate your commitment to social mobility.

These can be used in any of your communications, including email signatures, your website, or social media.

They are available in multiple formats including LinkedIn, X, and Instagram. You can download them by following [this link](#).

Your posts showcase your work on social mobility and share the Index with new audiences, encouraging others to join the movement for change.



COPY FOR LINKEDIN

We are proud to be a Top 75 employer in [@ The Social Mobility Foundation](https://www.socialmobility.org.uk/employerindex) Employer Index 2025.

Through the Index, we turn our values into action, building stronger, fairer, more successful workplaces.

Join the movement to take the lead on social mobility with us. Start by registering your interest now.

<https://www.socialmobility.org.uk/employerindex>

#SMFIndex25 #SocialMobility [insert your own #]



COPY FOR TWITTER/X

We're proud to be a Top 75 employer in [@SocialMobilityF](https://www.socialmobility.org.uk/employerindex)'s Employer Index 2025.

Through the Index, we turn our values into action and build better workplaces.

Join the movement to take the lead on social mobility. Register now.

<https://www.socialmobility.org.uk/employerindex>

#SMFIndex25 [insert your own #]



COPY FOR INSTAGRAM

We're a Top 75 employer in [@ The Social Mobility Foundation](#) Employer Index 2025!

Through the Index, we turn our values into action, building stronger, fairer, more successful workplaces.

Join the movement to take the lead on social mobility.

#SMFIndex25 #SocialMobility [insert your own #]



The Social Mobility Employer Index 2025 will be released on Wednesday 15th October. Please post your celebrations from 9am on 15th October.

SHARING YOUR POSTS

Joining the Social Mobility Employer Index 2025 makes you a social mobility champion and part of our movement for change. By sharing your involvement, you establish yourself as a leader in building more inclusive workplaces.

When you share, please keep in mind:

1

You can adapt our copy as you wish – it is only a suggestion and contains messaging that we know resonates with audiences.

2

Our graphic is the official Employer Index asset for 2025. You are absolutely welcome to use this across your social media comms, but feel free to create your own.

3

Tag us so we can also share your posts and amplify your message. Our social media handles and suggested hashtags are below.

Twitter/X: [@SocialMobilityE](https://twitter.com/SocialMobilityE)
Instagram: [@socialmobilityfoundation](https://www.instagram.com/socialmobilityfoundation)
LinkedIn: [@The Social Mobility Foundation](https://www.linkedin.com/company/the-social-mobility-foundation)
#SMFIndex2025

PRESS GUIDANCE



PRESS GUIDANCE

We love it when organisations share their position in the Top 75 with trade press or in other media- and it often gets great coverage. You can use the same embargo as in this guide: **9am, Wednesday 15th October.**

If you have any questions about how to do this, get in touch on:

Email us on press.office@socialmobility.org.uk or call **07841 577627.**

The SMF will also share a press notice to announce the launch of the Top 75 so keep an eye out for media coverage you can promote to your own channels.



PREVIOUS MEDIA COVERAGE

To inspire you we've included some of our previous media coverage about the Social Mobility Employer Index:

HR PROFESSIONALS SHOULD LEAD THE WAY IN CREATING A MORE INCLUSIVE WORKFORCE

Opinion piece from our CEO Sarah

[Click to view](#)

OLD SCHOOL TIE STILL A BARRIER TO SOCIAL MOBILITY WITHIN THE LEGAL PROFESSION

Times article, behind a paywall

[Click to view](#)

TIME TO DITCH THE DEGREE? WHY EMPLOYERS ARE NO LONGER ASKING FOR 2:1

Raconteur article

[Click to view](#)

ADVERTISING'S PROBLEM WITH WORKING CLASS PEOPLE

Little Black Book article

[Click to view](#)

PUBLIC SECTOR CEOS CAN LEAD THE WAY IN CREATING A MORE INCLUSIVE WORKFORCE

ACE blog

[Click to view](#)

NEW AGE IN GRADUATE RECRUITMENT

Artic Shores blog

[Click to view](#)

'WHY NOT ME?' - THE LAW FIRMS LEADING THE WAY IN THE SOCIAL MOBILITY EMPLOYER INDEX

Legal Business

[Click to view](#)

THANK YOU

FOR BEING PART OF OUR MOVEMENT

You're taking the lead on improving social mobility.

