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Tax Awareness Week

9-13 March 2026

Supporter resources



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About Tax Awareness Week

Tax Awareness Week is an educational initiative designed to increase public understanding of tax obligations, the benefits of using a Chartered Tax Adviser, and the resources available, while showcasing the wide range of careers in taxation.



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Whether you're a student, member, working in tax, or just want to learn more – we'd love for you to get involved.

In this pack, you'll find:

- [Example social media copy](#)
- [Links to a range of social media assets](#)
- [Links to the Tax Awareness Week logos](#)



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Themes for the week

We'll be sharing content from **Monday 9 - Friday 13 March** based on five different themes, all designed to help people feel more confident about tax.

9 March – Why you need to be tax aware

10 March – Debunking myths

11 March – Understanding your taxes

12 March – Volunteering and careers in tax

13 March – The benefits and value of using a qualified tax adviser



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Get involved!

We would love you to join in by sharing posts across your social media channels. You don't need to be a content creator to get involved. Simply...

1. **Choose a day** (or more than one!)
2. **Copy the suggested post wording** for that day (or create your own)
3. **Personalise it** with your own experience or insight
4. **Post on LinkedIn** using #TaxAwarenessWeek and #LetsTalkTax



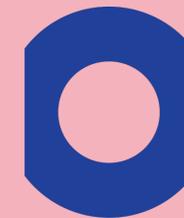
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Social media tips

 Please do tag our LinkedIn profile - [@chartered-institute-of-taxation-ciota](#) - somewhere in your post.

 Posts with **images** tend to get noticed more. We've provided links to some social media assets later in this pack, but feel free to use your own images if you'd prefer!

 You're also very welcome to **reshare our posts** throughout the week – please keep an eye on our [LinkedIn profile](#).



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EXAMPLE POST COPY: DAY 1

Why you need to be tax aware

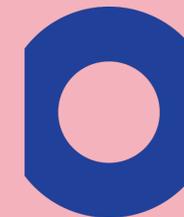
It's #TaxAwarenessWeek! This is the time of year when we raise awareness of tax, the people who work in tax, the opportunities available, and the range of free resources everyone can access.

💡 One thing I wish more people understood about tax is *[add in here]*.

Find out more about what is happening this week:

<https://www.tax.org.uk/tax-awareness-week>

#LetsTaxTalk #ATT #CIOT



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EXAMPLE POST COPY: DAY 2

Debunking myths

This week I'm supporting #TaxAwarenessWeek by sharing one of the biggest tax myths I've heard 🙌

💡 Tax Myth: *[Insert myth here]*

✅ The Truth: *[Brief correction or insight]*

#LetsTalkTax #ATT #CIOT



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EXAMPLE POST COPY: DAY 3

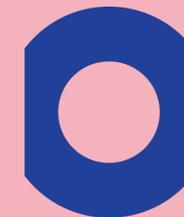
Understanding your taxes

If you're feeling unsure about tax, a good starting point is *[add in here]*.

There is trusted guidance and support available – which is why I'm backing #TaxAwarenessWeek. Find out more:

<https://www.tax.org.uk/tax-awareness-week>

#LetsTalkTax #ATT #CIOT



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EXAMPLE POST COPY: DAY 4

Volunteering and careers in tax

I'm supporting **#TaxAwarenessWeek** by sharing how my career in tax began.

[Add in personal experiences/information here – how did your career begin?]

Everyone's journey is different, and I hope my experience encourages others to consider a future in tax. Find out more about working in tax:

<https://www.tax.org.uk/working-in-tax>



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EXAMPLE POST COPY: DAY 5

The benefits and value of using a Chartered Tax Adviser

One of the biggest benefits of using a qualified tax adviser is *[add in here]*.

Professionals with CIOT and ATT qualifications are regulated, insured, and technically verified. Choosing a qualified professional can give confidence and peace of mind. #TaxAwarenessWeek #LetsTalkTalk #ATT #CIOT



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Downloadable assets

There are a range of assets available on our website to download and share, including an overview of the week's themes, a quote card you can add your own text to, and more.

[View and download all assets.](#)



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Tax Awareness Week logo

You can also download the Tax Awareness Week logo, available in two colourways (blue and white), to add to your own designs.

[Download the logo.](#)



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www.tax.org.uk/tax-awareness-week