



YoungPeopleAreGreat

6TH JUNE 2023

CONTENTS

About the campaign	Page 3
How to Get Involved: Partners	Page 4
How to Get Involved: Educators	Page 5
How to Get Involved: Employers	Page 6
How to Get Involved: Young People	Page 7
Suggested content	Page 8
Key channels	Page 9
Key contact	Page 10

ABOUT THE CAMPAIGN

Developing the Young Workforce are celebrating the achievements and resilience of young people across Scotland through the Young People Are Great campaign (**#YPAG23**)

The campaign aims to:

- Highlight the key achievements and resilience of young people across Scotland.
- Raise awareness of the value and impact young people bring to any workforce.
- Spread good news, success and motivation.

The expected outcomes are:

- To build new interest in signing up to Young Person's Guarantee ahead of the new academic year; to encourage employers to think about young people and create new opportunities for education leavers
- To inspire young people through success stories and to raise awareness of DYW campaigns amongst young people; encouraging young people to stay connected to DYW and look out for future campaigns such as **#NoWrongPath**.

We invite you to get involved in this one-day campaign, which will take place on Tuesday 6th June 2023.

This pack will provide all the assets and resources you need to get involved.

HOW TO GET INVOLVED - PARTNERS

Promotion should begin w/c 24th April to build momentum for the campaign day: Tuesday 6th June 2023. As a DYW partner, we would value your support to raise awareness of the Young People Are Great campaign through a number of ways:

- Spread the word prior to the campaign day. Encourage young people, employers and educators to get involved. This can be done through direct lines of communication and/or through social media, website etc. To support promotional activity, please see suggested content and YPAG visuals.
- Connecting with other DYW partner organisations and DYW groups across all channels, and sharing their messages to your digital platforms
- Source good news/success stories from young people within your networks for promotion on your own social media channels during the campaign day. This can be in the form of a case study, video or quote. If you do not have the capacity to be promoting via your own channels please share any good news/success stories with your local DYW group and they will share on your behalf.

Please use the hashtag **#YPAG23** when promoting content across digital channels. Other hashtags you can use are **#YPGuarantee** and **#DYWScot**. Please tag **@DYWScot** (Twitter), **@dyw_scot** (Instagram), or your regional DYW group where appropriate.

HOW TO GET INVOLVED - EDUCATORS

The one-day campaign will take place on Tuesday 6th June 2023. We kindly ask educators to:

- Spread the word with young people and encourage them to get involved prior to the campaign day. This can be done through direct communication and/or through social media channels, using **#YPAG23**
- Share good news/success stories from young people with your regional DYW group, this can be in the form of a case study, video or quote depending on resources available.
- Share good news/success stories on your social media channels on **6th June 2023**, using **#YPAG23** and tagging your regional DYW group.

HOW TO GET INVOLVED - EMPLOYERS

The one-day campaign will take place on Tuesday 6th June 2023. We kindly ask employers to:

- Spread the word with young people in your business and encourage them to get involved prior to the campaign day.
- Share good news/success stories from young people in your business with your regional DYW team, this can be in the form of a case study, video or quote.
- Share good news/success stories on your social media channels on **6th June 2023**, using **#YPAG23** and tagging your regional DYW team.

HOW TO GET INVOLVED - YOUNG PEOPLE

The one-day campaign will take place on Tuesday 6th June 2023. We ask young people to:

- Share good news/success stories with your regional DYW team, this can be in the form of a case study, video or quote.
- Share good news/success stories on your social media channels on **6th June 2023**, using **#YPAG23** and tagging your regional DYW team.

SUGGESTED CONTENT

You can use the suggested social media posts alongside your own messaging to promote Young People Are Great through your networks.

- **DYW** are celebrating the achievements and resilience of young people across Scotland through the Young People are Great campaign, taking place on 6th June 2023. (insert organisation name) is getting involved by sharing good news and success stories of young people within our organisation. Stay tuned! **#YPAG23**
- **DYW** are celebrating the achievements and resilience of young people across Scotland through the Young People are Great campaign, which takes place on 6th June 2023. Learn how you can get involved: <https://bit.ly/3TvT5yR> **#YPAG23**
- On 6th June (insert organisation name) are getting involved in the **DYW** Young People are Great campaign, where we will celebrate the achievements and resilience of young people in our organisation. For more information on how you can get involved visit <https://bit.ly/3TvT5yR> **#YPAG23**
- The Young People are Great campaign will celebrate the achievements and resilience of young people across Scotland. For more information on how you can get involved visit <https://bit.ly/3TvT5yR> **#YPAG23**

Please use the hashtag **#YPAG23** when promoting content across digital channels. Other hashtags you can use are **#YPGuarantee** and **#DYWScot**. Please tag **@DYWScot** (Twitter), **@dyw_scot** (Instagram), or your regional DYW group where appropriate.

KEY CHANNELS

The main channels used for this campaign are:



Twitter



Facebook



LinkedIn



Instagram

KEY CONTACT

Thank you for getting involved in the Young People Are Great campaign!

If you need any support or have any questions please contact
ruth.jack@edinburghchamber.co.uk.