



# YoungPeopleAreGreat

**6TH- 10TH JUNE 2022**

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# ABOUT YOUNG PEOPLE ARE GREAT CAMPAIGN

Developing the Young Workforce are celebrating the achievements and resilience of young people across Scotland through the Young People Are Great campaign.

## The campaign aims to:

- Highlight the key achievements and resilience of young people across Scotland
- Raise awareness of the greatness young people bring to any workforce
- Spread good news, success and motivation
- The expected outcomes are:
  - Engage employers to sign up to the Young Person's Guarantee
  - Encourage active opportunity creation through committed employers

We invite you to get involved in this new campaign, which will launch **Monday 6 June 2022** and will run until **Friday 10 June 2022**.

This pack and the graphics/resources you have been sent will give you all the information and tools you need to get involved.

# HOW TO GET INVOLVED: EDUCATION PARTNERS

**The campaign will launch on Monday 6 June 2022 and we ask education partners to:**

- Spread the word about the campaign prior to the launch with young people encouraging them to get involved. This can be done through direct communication and/or through social media channels, using **#YPAG22**
- 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 from **6 - 10 June 2022**, using **#YPAG22** and tagging your regional DYW group

# HOW TO GET INVOLVED: EMPLOYERS

**The campaign will launch on Monday 6 June 2022 and we ask education partners to:**

- Spread the word about the campaign prior to the launch with young people in your business encouraging them to get involved
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- Let your local DYW group know that you are taking part in the campaign and share good news/success stories on your own social media channels from **6-10 June 2022** using **#YPAG22** and tagging your local DYW group
- Share good news/success stories from young people in your business with your regional DYW group, this can be in the form of a case study, video or quote

# HOW TO GET INVOLVED: YOUNG PEOPLE

The campaign will launch Monday 6 June 2022 we ask employer partners to:

- Share good news/success stories with your regional DYW group, this can be in the form of a case study, video or quote
- Share good news/success stories on your social media channels from **6 – 10 June 2022**, using **#YPAG22** and tagging your regional DYW group

# SUGGESTED COMMS MESSAGING

**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 launching 6 June 2022. *(insert organisation name)* is getting involved by sharing good news and success stories of young people within our organisation. Stay tuned! #YPAG22

-DYW are celebrating the achievements and resilience of young people across Scotland through the Young People are Great campaign launching 6 June 2022. Learn how you can get involved <https://bit.ly/3uVT10P> #YPAG22

-*(insert organisation name)* are getting involved in @DYWScot 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/3uVT10P> #YPAG22

-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/3uVT10P> #YPAG22

# 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

**[Emma.Lacey@edinburghchamber.co.uk](mailto:Emma.Lacey@edinburghchamber.co.uk) or [dmcpherson@ayrshire-chamber.org](mailto:dmcpherson@ayrshire-chamber.org)**