



YoungPeopleAreGreat

19TH-30TH APRIL 2021

CONTENTS

About the campaign

Page 3

How to get involved

Page 4-6

Suggested content

Page 7-9

Key channels

Page 10

Key contact

Page 11

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.

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.

We invite you to get involved in this new campaign, which will launch **Monday 19th April 2021** and will run until **Friday 30th April 2021** using the hashtag **#YPAG21**.

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

The campaign will launch **Monday 19th April 2021** 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 **#YPAG21**.
- Share good news/success stories from young people 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 from **19th April 2021-30th April 2021**, using **#YPAG21** and tagging your regional DYW team.

HOW TO GET INVOLVED - EMPLOYERS

The campaign will launch **Monday 19th April 2021** we ask employer partners to:

- Spread the word about the campaign prior to the launch with young people in your business encouraging them to get involved.
- 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 from **19th April 2021-30th April 2021**, using **#YPAG21** and tagging your regional DYW team.

HOW TO GET INVOLVED - YOUNG PEOPLE

The campaign will launch **Monday 19th April 2021** 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 from **19th April 2021-30th April 2021**, using **#YPAG21** and tagging your regional DYW team.

SUGGESTED CONTENT - LEAD UP TO CAMPAIGN

Please feel free to use the following content or create content of your own for the lead up to the Young People Are Great campaign.

- DYW are celebrating the achievements and resilience of young people across Scotland through the Young People Are Great campaign launching 19th April 21.

We need you to share good news/success stories in the form of a case study, video or quote, tag us and use #YPAG21.

- Calling Educators! We need you to help us celebrate the achievements and resilience of young people across Scotland through the Young People Are Great campaign launching on 19th April 2021.

See image below for how to get involved, remember tag us and use #YPAG21.

- Calling Employers! We want to hear what makes young people in your organisation great. Share stories showing their achievements and resilience with us from 19th April-30th April 2021 as part of our Young People Are Great campaign, tag us and use #YPAG21.
- We are looking for examples of why young people are great for our campaign launching on 19th April 2021. The campaign will celebrate the achievements and resilience of young people across Scotland. #YPAG21

For more information visit www.dyw-edinmideast.com/campaigns

- On Monday 19th April 2021 DYW will launch our Young People Are Great campaign! The campaign aims to celebrate the achievements and resilience of young people across Scotland. Can you get involved? #YPAG21

For more information visit www.dyw-edinmideast.com/campaigns

SUGGESTED CONTENT - LEAD UP TO CAMPAIGN

- 1 week to go!!!

Next Monday DYW will launch our Young People Are Great campaign! The campaign aims to celebrate the achievements and resilience of young people across Scotland. Are you getting involved? #YPAG21

For more information visit www.dyw-edinmideast.com/campaigns

- 5 days to go!!!

On 19th April DYW will launch our Young People Are Great campaign! The campaign aims to celebrate the achievements and resilience of young people across Scotland. Are you getting involved? #YPAG21

For more information visit www.dyw-edinmideast.com/campaigns

- 3 days to go!!!

On Monday DYW will launch our Young People Are Great campaign! The campaign aims to celebrate the achievements and resilience of young people across Scotland. Are you getting involved? #YPAG21

For more information visit www.dyw-edinmideast.com/campaigns

SUGGESTED CONTENT - DURING CAMPAIGN

Please feel free to use the following content or create content of your own for during the Young People Are Great campaign alongside sharing content from the national DYW channels and content you are tagged in.

- Launching the Young People Are Great campaign!

Over the next two weeks DYW will be celebrating the achievements and resilience of young people across our social media channels using #YPAG21.

Find out how you can get involved: www.dyw-edinmideast.com/campaigns

- It's the last week of the Young People Are Great campaign, make sure you get involved and share stories highlighting the achievements/resilience of young people!

Remember to tag us and use #YPAG21

Find out more: www.dyw-edinmideast.com/campaigns

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.