

# Communications Information Pack

#ThisIsYouthWork



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#youthworkwales

# Introduction

Youth Work Week is a chance to celebrate the positive stories and successes from the last 12 months – highlighting the innovation, resilience and resourcefulness that the sector has shown during an exceptionally difficult year. It is a time to highlight stories from the Youth Work Sector and recognise the contribution that all those working in Youth Work Services have made to young people and communities. Each day of the week is a chance to highlight achievements, say thank you, and increase understanding around youth work – covering youth work services in the broadest sense.

**The information provided here is intended to help you do this. Please feel free to use it as you wish across your social media channels.**

...and remember, please tag @YWWales and @CWVYS as well as all your usual tags, so that we can help you to share your stories and achieve maximum coverage for **#ThisIsYouthWork**



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# Contents

## #ThisIsYouthWork

- Proposed Calendar of Activity – for social media planning
- Visuals to support your messages
- Key messages
- Example text – useful (and customisable) messages that you can use on Facebook or Twitter



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## Sample social media calendar

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The calendar below is intended to provide some support and inspiration to help you to plan social media activity in the weeks around Youth Work Week.

It's intended to help save you time and to help you raise the profile of your Youth Work Week activities.

To help you to quickly create effective social media posts, we have provided examples of visual assets and (customisable) text that you can use across your social media channels in the run up to Youth Work Week...

# Sample social media calendar

*Suggested content / text for each post is provided below	Monday	Tuesday	Wednesday	Thursday	Friday
7 <sup>th</sup> – 11 <sup>th</sup>			Thank you post		Thank you post to all supporters /volunteers
14 <sup>th</sup> – 18 <sup>th</sup>		Youth Work Week – expressive theme post		Case study post – highlighting achievements	
21 <sup>st</sup> – 25 <sup>th</sup>	Celebration post – at start of Youth Work Week		Happy Youth Work Week post		Celebrate Youth Work Week – with an inspirational story / mini case study
28 <sup>th</sup> – 30 <sup>th</sup>	Thank you post to all supporters /volunteers		Youth Work Excellence Awards post		



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# Visual Assets For social media

The visual assets [provided separately] can be used whenever you wish to promote #ThisIsYouthWork and Youth Work Week. Content/messaging for the visuals is:

- Inspire others, share your stories #ThisIsYouthWork
- It's time to say a big THANKS #ThisIsYouthWork
- Let's celebrate, it's been a challenging but incredible year #ThisIsYouthWork



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# Example text

## For social media

The examples below are all intended to be used and/or customised as you wish. Top tips are:

- Use one of the visuals provided on your posts if you don't have your own images/photos/videos
- Keep posts short and focus on encouraging your main audience to respond and interact with you
- Please tag @YWWales and @CWVYS wherever you can so that we can help share your messages and highlight #ThisIsYouthWork



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Thank you posts



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## EXAMPLE TEXT FOR FACEBOOK

Every year in Wales people celebrate Volunteers' Week in the run up to Youth Work Week at the end of June. This year why not share with us your stories about volunteering during a pandemic, inspiring others to get involved – or say 'thank you' to an amazing volunteer, apprentice or student.

There are lots of ways to get involved! Please tag @YWWales and use #ThisIsYouthWork to share your news and give our young people and youth workers the recognition they deserve.

#ThisIsYouthWork #VolunteersWeek @YWWales and @CWVYS

## EXAMPLE TEXT FOR FACEBOOK

It's the run up to Youth Work Week at the end of June - a chance to reflect and celebrate our achievements. All of us at [organisation name] would like to say a huge and heartfelt 'Thank you' to our [volunteers, apprentices / students] past and present who have generously given time and energy to help us continue to [...complete sentence].

We couldn't do it without you #ThisIsYouthwork

@YWWales and @CWVYS



Thank you to  
[supporters]



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## EXAMPLE TEXT FOR FACEBOOK

[Note – this example needs someone to provide a short video clip]

Last year countless [youth workers / volunteers / apprentices / students] supported youth work services across our communities in Wales. [Insert name] has recorded this short message of thanks to all our [great volunteers/supporters/ apprentices/students].

We are so grateful and are proud of you all [Insert video thank you and emojis] @YWWales and @CWVYS #ThisIsYouthWork

# Expressive arts



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## EXAMPLE TEXT FOR FACEBOOK

June 23-30 is Youth Work Week, which this year is based around the theme 'Expressive'.

@YWWales will be highlighting how Youth Work Services offer opportunities for learning that help young people to express their ideas opinions, emotions and aspirations through a range of creative and challenging opportunities.

In [name of organisation] we explored how focusing on something creative can help [e.g. when anxiety strikes/when anger takes over/in times of sadness] and we produced some amazing [e.g. artwork / music / dance etc].

@YWWales and @CWVYS #ThisIsYouthWork

[Include your own photos/videos if possible]

# Case study sample



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## EXAMPLE TEXT FOR FACEBOOK

[Help with case study writing - to be used with photos of one or more volunteers/ apprentices/students or alternatively with the 'Inspire others, share your stories' image provided]

During the coronavirus crisis [XX] new [volunteers / apprentices / students] have been helping to [support... in our community by...]

This means [XX people who needed ...] are now supported for the first time. Much of this is down to our wonderful team. We are grateful to each and every one of them for their time, energy and enthusiasm.

Some [volunteers/apprentices/students] like [Name] for example, have [...explain what they do]. This has made a huge difference to [explain what problem this has solved].

We think ALL our supporters are wonderful – thank you!

#ThisIsYouthWork @YWWales and @CWVYS

YWW – get  
involved!



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## EXAMPLE TEXT FOR FACEBOOK

[To be used with your photos/videos - or one of the images provided]

Today is the start of Youth Work Week in Wales – and it's a chance to celebrate our youth workers' contribution to the lives of young people across Wales.

There are lots of ways to get involved!

Whatever we choose to do, let's make sure we tag @YWWales in our content and use #ThisIsYouthWork so that we share our news as widely as we can and give all our young people and youth workers the recognition they deserve.

@YWWales @CWVYS #ThisIsYouthWork

Happy Youth  
Work Week!



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## EXAMPLE TEXT FOR FACEBOOK

[To be used with your photos/videos - or one of the images provided]

Happy #YouthWorkWeek – it's time to celebrate the youth work sector and all the opportunities it offers.

It's been a tough year, but our brilliant youth workers have made a real difference to the lives of young people in Wales.

There are lots of ways to get involved!

Please tag @YWWales and use #ThisIsYouthWork to share your news and give our young people and youth workers the recognition they deserve.

@YWWales @CWVYS #ThisIsYouthWork

YWW – get  
involved!



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## EXAMPLE TEXT FOR FACEBOOK

[Note – this example needs someone to be willing to provide a short video clip]

This week is Youth Work Week in Wales – and it's a chance to celebrate our youth workers' contribution to the lives of young people across Wales.

Here's [Name/s] to tell you [his/her/their] story of how youth work influenced and inspired [him/her/them].

There are lots of ways to get involved! Please tag @YWWales and use #ThisIsYouthWork to share your news as widely as possible – let's give all our young people and youth workers the recognition they deserve.

@YWWales @CWVYS #ThisIsYouthWork

Looking forward  
to Awards!



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## EXAMPLE TEXT FOR FACEBOOK

Do you know an exceptional leader? Someone who has made an outstanding contribution to Youth Work during the pandemic? We're sure you do!

If you know someone who has done a great job, keep an eye out for the Youth Work Excellence Awards.

Nominations will be opening soon – with info posted to the @YWWales channels.

#ThisIsYouthWork @YWWales @CWVYS

## EXAMPLE TEXT FOR FACEBOOK

We have had a great week celebrating #YouthWorkWeek.

Thank you to all the youth workers and young people who have participated in events and shared inspiring stories.

If you know someone who has done a great job, keep an eye out for the Youth Work Excellence Awards. Nominations will be opening soon – with info posted to the @YWWales channels.

#ThisIsYouthWork @YWWales @CWVYS

## Example posts

### TWITTER

In June #YouthWorkWeek is taking place in Wales. Let's celebrate the creativity we see across our sector. Do you have a story to tell?  
#ThisIsYouthWork @YWWales @CWVYS

In June #YouthWorkWeek is taking place in Wales and we want to say thank you to the countless youth workers who have supported young people throughout the coronavirus pandemic #ThisIsYouthWork @YWWales @CWVYS

In June #YouthWorkWeek is taking place in Wales. Do you have a story to share that could inspire others to get involved? Now, more than ever, young people need our support #ThisIsYouthWork #VolunteersWeek @YWWales @CWVYS

[Day of the week] is quickly becoming my favourite day of the week! Thanks to everyone who came to [e.g. participate/support/have fun at etc...]  
#ThisIsYouthWork @YWWales @CWVYS



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## Example posts



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## TWITTER

This week is #YouthWorkWeek in Wales - a chance to celebrate our youth workers' contribution to the lives of young people across Wales. At the end of a challenging but incredible year, let's celebrate their achievements!

#ThisIsYouthWork @YWWales @CWVYS

We have had a great week celebrating #YouthWorkWeek. Thank you to all the youth workers and young people for sharing your inspiring stories.

#ThisIsYouthWork @YWWales @CWVYS

We have had a great week celebrating #YouthWorkWeek. If you know someone who has done a great job, keep an eye out for the @YWWales Youth Work Excellence Awards information! #ThisIsYouthWork @YWWales

Do you know someone who has made an outstanding contribution to Youth Work during the pandemic? We're sure you do! Get your thinking cap on and keep an eye on the @YWWales channels for the Youth Work Excellence Awards #ThisIsYouthWork @YWWales @CWVYS

For more information please contact

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