**Style Guide**

To respond to the COVID-19 crisis, the existing Youth Work bulletin will be repurposed to enable the Interim Youth Work Board to communicate directly with youth work practitioners.

The aim is to provide news, updates and resources specifically targeted at youth workers, in recognition that wider education resources are useful but do not reflect the unique context and/or contribution of youth work to supporting young people.

We therefore need the sector’s help to produce content for the bulletin that addresses the key concerns of youth workers as they react to this unprecedented challenge. The format of the bulletin, including the word counts for each section, is set out in the Annex to this document.

Each edition will have a special focus and the Board will commission articles from partners, tapping in to their expertise and knowledge as we collectively look for solutions to common concerns.

We ask that all contributors adhere to the following style guides to ensure consistency of approach and clarity of message:

* Decide which section you are writing for and give the article an appropriate heading.
* Articles should be short summaries with hyperlinks to bilingual web based resources where possible. Please stick to the word count.
* Please draft your article in the third person e.g. ‘Meic is the national helpline…’ not ‘We are the national helpline’.
* Please only share links to resources you know to be reliable and reputable.
* A key consideration will be to avoid information overload; please select the most appropriate resources which are relevant to the Welsh youth work sector.
* Images and bullet points are useful to break up the text and to make the content more visually appealing.
* Copy must be submitted within the requested deadlines, to allow time for editing and translation.
* Copy will need be cleared by Keith Towler as Chair of the Board and senior officials within Welsh Government to ensure messaging is aligned with Board and Government communications.
* Welsh Government reserve the right to edit submitted copy. Some copy may instead be used in future bulletins where it aligns with specific themes.

Annex

**Youth Work Bulletin – format**

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| **Section** | **Comments** | **Maximum word count** |
| Keith’s Voice |  | 450 words |
| Young person’s voice | Either an interview or for the young person to write their own article, based on the special focus of the bulletin. | 450 words |
| Special focus | For articles based on the special focus of the newsletter.  As regards the word count/number of articles submitted, members of the Digital and Marketing Group will find it helpful to confer with each other on this before submitting articles.  Please highlight best practice and resources, including hyperlinks | 450 words (One article at 450 words or 3 articles at 150 words each.) |
| Within Wales:  My Youth Work/What Youth Work Means to Me | Where we ask a set of questions to a youth worker/project working in a particular area (e.g. LGBTQ+, Open Access, Homelessness, Head of Voluntary Sector organisation, LA PYO, Welsh Language, Rural, School Based, Outreach, etc).  Articles that relate to the special focus of the bulletin will be particularly welcome.   * Tell us about your work and the challenges you face * what’s great about what you do and what difference does it make in your area * how are you applying your skills * where to find out more | 500 words  (Approximately 150 words for the first three points, plus 50 words for ‘Where to find out more’ including hyperlinks.) |
| Around the World | A focus on approaches around the world. Please include hyperlinks.  Contributions that relate to the special focus of the bulletin will be particularly welcome. | 50 words per contribution |
| Quality Mark update | Sharing good news about which organisations have recently received their quality mark. | 50-100 words |
| Have you heard? | Organisations/youth workers can submit short articles with a hyperlink to more detail online where they can announce news, publicise projects etc | 50 words per contribution |
| FAQs | Questions and answers to be provided by the sector. | 150 words per FAQ. |