

Youth Work Week 2022

23-30 June

#YWW22

#YWWWellbeing



#gwaithieuenctidcymru
#youthworkwales

Introduction

Youth Work Week is a chance to celebrate the positive stories and successes from the last 12 months. 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.

The information provided here sets out our theme for the week and is intended to help you to get involved and promote your own activities too. Please feel free to use it as you wish across your social media channels.

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.

Please tag **@YWWales**, **@Addysg_Cymraeg**, and **@CWVYS** so that we can help you to share your stories and achieve maximum coverage during **#YWW22**



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Contents

#YWW22

- Theme and hashtags **#YWW22 #YWWWellbeing**
- Online Events and activities
- Where to find visual assets/graphics to support your messages
- Support for planning social media
- Example text – useful (and customisable) messages that you can use on social media channels

Remember... if you can, **let us know your plans** before Youth Work Week – so we can help you to promote them and raise awareness of what's going on in the youth work sector.



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Theme

#YWW22

#YWWWellbeing

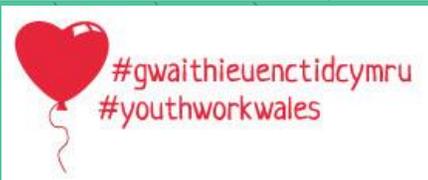
- Our theme for Youth Work Week 2022 is '**Wellbeing**'
- We will be focusing on the well-established '**Five Ways to Wellbeing**' to help coordinate activities and encourage engagement
- The Five Ways to Wellbeing are: **Connect, Be Active, Take Notice, Keep Learning** and **Give**.
- For each day of Youth Work Week we will be focusing on one of these – **keep an eye out for details on the @YWWales social media channels (Twitter and Facebook)**
- We will be using the following hashtags: **#YWW22**
#YWWWellbeing



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Online Events and Activities

| Thursday 23rd | Friday 24th | Monday 27th | Tuesday 28th | Wednesday 29 th | Thursday 30th |
|--|--|--|---|---|--|
| <p>BE ACTIVE</p> <p>Wellbeing Walks with Conwy Youth Service Join in on twitter with: @YWWales and @GIconwyYS</p> | <p>CONNECT</p> <p>Connecting through cooking with Torfaen Youth Service Join in on twitter with @YWWales and @torfaenyouth</p> | <p>KEEP LEARNING</p> <p>Have some fun with Learn Cymraeg! Join in on twitter with @YWWales and @learncymraeg</p> | <p>TAKE NOTICE</p> <p>Take note of open youth work and non-formal learning to promote democracy with our Youth International Partners Mobility Networking Event @YWWales and @youthcymru</p> | <p>GIVE</p> <p>We'll be giving free access to My Money Matters Courses to 10 lucky practitioners! Join in on twitter with @YWWales and @youngenterprise</p> | <p>BIG THANK YOU!</p> <p>Celebrating Youth Work Week: join in with @YWWales</p> |
| <p>16:00-17:30 Webinar Hosted by EWC and featuring Jim Sweeney (former Chief Executive of YouthLink Scotland) as our guest speaker. <u>This event is recommended for practitioners and all stakeholders working with young people.</u> Register here</p> | <div style="background-color: #e61e2e; border-radius: 20px; padding: 20px; color: white;"> <h2 style="margin: 0;">Sign up!</h2> <p style="margin: 0;">...to two special Youth Work Week online events</p> <div style="display: flex; justify-content: space-around; align-items: center;"> ← → </div> </div> | | <p>10:00-12.00 Free online course 'Building Resilience for Youth Workers' This course is being offered free during Youth Work Week by Victoria English, Award winning speaker, lecturer and Mental Health consultant. Register here</p> | <div style="background-color: #e61e2e; border-radius: 20px; padding: 20px; color: white;"> <h2 style="margin: 0;">Look out for...</h2> <p style="margin: 0;">messages on Twitter from the Minister from the Minister for Education and the Welsh Language, as well as the Chair of the Implementation Board for Youth Work in Wales. Follow @YWWales</p> </div> | |



#YWWWellbeing
#YWW22

Visual Assets For social media

The visual assets (provided separately) can be used whenever you wish to promote #YWW22 and our #YWWWellbeing theme.

Content/messaging for the visuals is:

- Five Ways to Wellbeing #YWW22 #YWWWellbeing
- Inspire others, share your stories #YWW22 #YWWWellbeing
- It's time to say a big THANKS #YWW22 #YWWWellbeing
- Let's celebrate #YWW22 #YWWWellbeing



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BE ACTIVE
Do what you can,
enjoy what you do.
#YWW22 #YWWelbeing

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GIVE
Give your time, patience, words, a smile...
the little things can make a big difference.
#YWW22 #YWWelbeing

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KEEP LEARNING
Why not learn
something new today?
#YWW22 #YWWelbeing

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CONNECT
Be there,
feel connected.
#YWW22 #YWWelbeing

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#youthworkwales

TAKE NOTICE
Enjoy the moment and
the environment around you.
#YWW22 #YWWelbeing

14.31

BRAND IDENTITY

Stories Watch All

RED #E43140 BLUE #3A54A0 YELLOW #E5D243

YouthWorkWeek

TAKE NOTICE
Enjoy the moment and
the environment around you.
#YWW22 #YWWelbeing

Typeface: Neucha (for headlines) and Lato (for body text)

Support with 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** **@Addysg_Cymraeg** and **@CWVYS** wherever you can so that we can help share your messages and highlight **#YWW22**



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Text for social media



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EXAMPLE TEXT FOR FACEBOOK OR TWITTER

[To be used with your own 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 amazing youth workers and their contributions to the lives of young people across Wales.

There are lots of ways to get involved!

Find out more with @YWWales #YWW22 #YWWWellbeing

Tag: @YWWales @CWVYS @Addysg_Cymraeg

Text for social media

EXAMPLE TEXT FOR FACEBOOK OR TWITTER

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

Happy #YWW22 – it's time to celebrate the youth work sector and all the opportunities it offers.

Let's share our stories and give our young people and youth workers the recognition they deserve.

There are lots of ways to get involved!

Find out more with @YWWales #YWW22 #YWWWellbeing

Tag: @YWWales @CWVYS @Addysg_Cymraeg



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Text case study introduction

EXAMPLE TEXT FOR CASE STUDY

[Note – this example needs someone to be willing to provide a short video clip talking about their experience of youth work]

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 #YWW22.

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

Find out more with @YWWales #YWW22 #YWWWellbeing

Tag: @YWWales @CWVYS @Addysg_Cymraeg



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**If you would like us to help promote any of
your projects/activities during #YWW22...
or you have questions, please contact**

ellie@cwvys.org.uk
branwen@cwvys.org.uk



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