



CHANGE SQUAD

Communications Guide

#UKYChangeSquad

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1. Overview:

Within the delivery of UK Youth's Change Squad programme, we encourage all participating youth clubs and associations to promote and celebrate their involvement; sharing good news stories and promoting the programme to internal and external stakeholders

To assist the youth clubs and associations with promotion we have developed the following information and guidance on the programme.

About Change Squad

Change Squad enables young people aged 12-20 from rural and deprived areas in Yorkshire and Humber, the South West, North West, North East and West Midlands to embark on their social action journey. The programme, which is jointly funded by The Cabinet Office and The Pears Family Charitable Foundation, will support 150 projects to develop social action opportunities for over 20,000 young people providing them with an opportunity to learn from these activities and share good practice amongst their peers. Each project will be offered funding of up to £400 and training to equip young people with all the skills to help solve problems that are important in their communities. A further £200 will be available to each project's support worker following the completion of the programme.

About UK Youth

UK Youth is the largest national body for the youth sector, who via our member networks and partners, deliver a wide range of informal educational opportunities for young people aged 9-25 years old, living in England, Scotland, Wales and Northern Ireland. Our aim is for every young person we work with to become a positive force for change in their own life, and the lives of others. We recognise that to do this young people need to develop crucial life skills that are not always acquired at home or through formal education.

2. Generating media coverage

The Change Squad programme is a great opportunity to generate local media coverage and raise awareness for your organisation. Not only will you be celebrating the achievements of the young people you support but you can also help inspire your community to get involved with your work.

In most cases, local newspapers, radio and possibly even television will be interested in your success story.

To help make it as easy as possible, we've drafted a template press release for you to add your name to (please see page 5) as well the below handy guide.

Do you have a good story to tell?

Regional news love positive news stories. Think about the audience, why would local readers want to hear about this news? How is it benefiting the community? Can they support or get involved with your organisation? Can other young people get involved with your work?

A picture says a thousand words

Photos can really improve your chance of gaining publicity. Try to take a variety of pictures throughout the project. Of course, you'll need to ensure that you have the relevant permissions. The journalist will also probably want to include the names of the people in the photos so try to have this information to hand. If you're planning an event, why not contact your local publication beforehand to ask if they want to send a photographer down? That's one way of almost guaranteeing coverage.

Do you have a good spokesperson?

If you're looking for broadcast coverage on the radio or television then you will need a spokesperson. Someone who is close to the project, knows the aims of the project, can talk in depth about the relevant issues, and the impact you hope to achieve. If you're planning to do any media broadcast outreach feel free to contact to [UK Youth's media team](#) for further advice.

If you're hoping to secure print coverage then include a quote from a spokesperson in your press release.

How to make contact

You are in the best position to know which local media covers your areas - think regional newspapers, radio stations and local websites; however you consume your community news. Telephone numbers are usually easily accessible on most publications so simply call and ask for the relevant email address to send a press release to. Some publications will also have this listed on their website.

3. Template press release

Young people in **[Insert town]** unite to improve their community **[or insert specific activity]**

[Insert picture if possible]

[Insert number] of young people from **[insert local youth club]** in **[insert town name]** have united to help solve problems in the community as part of UK Youth’s Change Squad initiative. Over the next **[insert number]** months, the young people will be supported by UK Youth, the largest national body for the youth sector, to **[insert social action activity ie: renovate a local playground, form a creative arts group, transform a garden at a local hospital]**.

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As part of Change Squad, young people from **[insert local youth club]** will be awarded up to £400 to develop and run projects in **[insert town name]**. These young people hope to inspire other local residents to care about their community by **[insert more details about their Change Squad activity]**.

[Insert name of spokesperson] at **[insert youth club name]** said: “It’s great to see our young people come together to help improve the local area. Through UK Youth’s Change Squad initiative, our young people are learning the vital skills to enable them to be a positive force for change. We hope that they will continue on their social action journey to help solve even more issues in their local community, while inspiring other young people to follow in their footsteps.”

Maddie Dinwoodie, Director of National Programmes at UK Youth, said: “It’s fantastic to see the young people of **[insert town name]** creating social action and helping to improve their local community. Our Change Squad programme enables thousands of young people to create social action while providing them with the tools, resources and opportunities to learn from these activities and share best practice amongst their peers. We hope that **[insert youth club]**’s participation will inspire many more young people to get involved with social action.”

To find out more about Change Squad please visit the [website](#).

Notes to editor

Please see high res images attached. **[attach images]**

For more information please contact:

Emma Roberts Comms Manager at UK Youth
E: emma.roberts@ukyouth.org T: 0203 011 5993

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4. Social media protocols

Many of you are probably already using social media sites such as Facebook and Twitter to talk about the great work you're doing. Please do feel free to include information about Change Squad, to help your project gain more traction.

#UKYChangeSquad

Whenever possible please try to include the hashtag #UKYChangeSquad in your social media posts.

@s for Retweets

We would love to help amplify your message so please do include our handles:



[@PearsFoundation](#) & [#NYSAF](#)

Photography

Posts with photos tend to work a lot better on social media so try to take pictures of your social action journey and share them on your channels. Of course, make sure you have the relevant permission for all of those in the picture. This will also help when it comes to completing your evaluation forms as we would like to see your social action journey too.

Suggested copy:

- We're proud to take part in @UKYouth's Change Squad initiative. With support and funding from UK Youth, our young people are helping to **[insert details of the project]**
Find out more about how you get back involved: <http://ow.ly/I2LJ303kdEZ>
-  Our young people are excited to start their social action journey with @UKYouth's Change Squad. Over the next few weeks they'll be helping to improve our local area by **[insert details of the project]**
- We're helping to solve local community problems as part of @UKYouth's Change Squad. Find out more about how you get back involved: <http://ow.ly/I2LJ303kdEZ>
[insert picture]
- Proud to be a part of @UKYouth's #UKYChangeSquad & help young people embark on their #socialaction journey <http://ow.ly/I2LJ303kdEZ>
-  Our young people are enjoying working together to solve some of the issues affecting our local community with @UKYouth's #UKYChangeSquad
- We're helping to improve our local community through #socialaction projects with @UKYouth's #UKYChangeSquad **[insert picture]**



5. Guidance on logos

Please use the below logos on all publicity and marketing materials, including but not limited to, websites brochures, posters and leaflets. Please ensure you follow the brand guidelines.

Change Squad:



To download high-res logo, please contact [UK Youth](#)

UK Youth:



All Change Squad collateral needs to include the main UK Youth brand as well as the Change Squad logo. While the Change Squad identity and assets can lead the design of the collateral, the UK Youth brand must always be present. To download high-res logo, please contact [UK Youth](#)

Partners logos:



All materials must also credit Change Squad's funders by including the above logos and the following sentence. For more information please contact [UK Youth](#).

Change Squad is delivered by UK Youth and is funded by the National Youth Social Action Fund, a co-fund set up between The Pears Foundation and the Cabinet Office.

