

UK YOUTH

Stand up to inequality

Join the
UK Youth Movement

Media pack



#StandWithYouth

We are building a movement to stand with young people and campaign for them to have equal access to high quality services in their community.

What's in this pack?

- About the movement
- How to join the movement
- Social media resources
- Suggested social media posts
- Suggested newsletter or web copy
- Blog testimony and guidelines
- Video testimony and guidelines

Why this movement?

We are launching this movement to give young people access to vital services in their local area, so they can thrive and build bright futures.

Inequality is increasing between the young and old. Young people with complex needs and those from disadvantaged backgrounds are hardest hit by these trends. This has led to a rising need for youth services at a time when those services are being cut. Investment in young people has fallen and shows no sign of picking up, responses are largely local or regional, disjointed and short term. The youth sector is therefore under an incredible amount of pressure. Higher workloads, reduced resources and limited support structures are resulting in dedicated youth workers and volunteers feeling devalued, stressed and isolated, and in some cases leaving the sector.

We know investment in youth services is vital:

Youth workers provide positive role models and identify, manage and prevent some of the most pertinent issues of our time.

Youth organisations provide safe spaces for young people. They are a place where young people develop positive relationships and foster a sense of belonging.

Youth work transforms young people's lives by developing their emotional and social capabilities (also known as life skills or character), equipping them with the practical skills they need to learn and earn (e.g. financial management and tech skills), and empowering them to become positive, active members of their community.

UK Youth cannot do this alone. Only through a movement, driven by thousands of people and organisations can we achieve change.

How can I get involved?

- As an organisation working with young people...

Support the movement:

- Sign up to become an Innovator or Changemaker
- Invite other people to join the movement
- Share #StandWithYouth to spread the message

Unlock national investment into services for children and young people

Work with UK Youth to take the #StandWithYouth message to central government, national funders and big businesses

Demonstrate how funding for young people will be invested effectively:

- Share examples of the positive impact your work is having on young people using #StandWithYouth so we can collate and promote them
- Send written evidence of what works to UK Youth to build the case for support
- Call on your MP to #StandWithYouth
- Ask your supporters to #StandWithYouth
- Encourage your community to #StandWithYouth

How can I get involved?

- Supporter of UK Youth...

Support the movement

Using the social graphic and suggested copy from this pack, use the hashtag #StandWithYouth to spread the message

Share examples of the positive impact our work together is having on young people using the #StandWithYouth hashtag

Encourage your community to #StandWithYouth

Social Media Resources:

For organisations working with young people:

UK YOUTH HERE

Stand up to inequality

We've joined the UK Youth Movement



For supporters of UK Youth:

UK YOUTH HERE

Stand up to inequality

We support the UK Youth Movement



Feel free to add your organisations logo (in the suggested places) to the brand assets when promoting on your channels.

Suggested social media posts:



We are standing with young people by joining the @UKYouth movement so all young people are empowered to build bright futures #StandWithYouth

We've joined the @UKYouth movement to ensure all young people have access to vital services in their communities #StandWithYouth

We've joined forces with @UKYouth to help make a positive, lasting change for young people. RT if you want all young people to have access to high quality services #StandWithYouth

We stand with the @UKYouth movement and collectively call for a nationally coordinated plan for investment into youth services so all young people have access to life changing services in their communities. RT to join the call #StandWithYouth

Blog testimony and guidelines:



Create content on your website empowering your community to #StandWithYouth

Questions to answer:

1. About your organisation...
2. What is the biggest difficulty to your organisation and staff face....
3. Why did you join the UK Youth movement / why is the movement important to you?
4. What do you need support with?
5. How will this help you support young people?
6. What changes do you hope this movement will enable?

Blog guidelines:

1. Write your blog in the first person, e.g. “I think” and make it opinion led. Be passionate and an expert on your topic – we’ve asked you because we think you can!
2. Use simple and clear language and make sure you avoid jargon. If you use acronyms, make sure you write it out in full the first time you use it, e.g. Department for Digital, Culture, Media & Sport (DCMS)

Share your blog on with us via social media or send to communications@ukyouth.org

#StandWithYouth

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Video testimony and guidelines:



Create content on your social media empowering your community to #StandWithYouth

Questions to answer:

1. What's your name and where do you live / work?
2. What difference have youth services in your community made to you personally or a young person/young people you know? (e.g. going to my youth club every week built my confidence and helped me become a mechanic / go to university)
3. Please use the hashtag #StandWithYouth within the video and social copy

Video guidelines:

1. Record on your phone
2. Turn your phone horizontal (sideways)
3. Have the source of light behind the person recording (in front of the person talking). Natural sunlight is best.
4. Be in a quiet area, so audio is clear (indoors is recommended)
5. Have a clear background - no mess

Share your vlog on with us via social media or send to communications@ukyouth.org

#StandWithYouth

UK YOUTH

Suggested newsletter or web copy:

UK Youth are building a movement to stand with young people and campaign for them to have equal access to high quality services in their community.

We need to act now. Inequality is increasing between the young and old, and among young people. Young people with complex needs and those from disadvantaged backgrounds are hardest hit by these trends.

This has led to a rising need for youth services at a time when these services are under an incredible amount of pressure. Higher workloads, reduced resources and limited support structures are resulting in dedicated youth workers and volunteers becoming stressed and isolated, leaving them less able to support young people.

Youth workers identify, manage and prevent some of the most pertinent issues of our time, including poor mental health, exploitation and violence against young people. Youth organisations offer a safe space where young people connect with inspiring role models, develop positive relationships, learn vital skills and are empowered to become valued members of our community.

Investment in youth services is vital. Join the campaign to give all young people access to high quality services in their community.

For more information visit the [UK Youth website](#) & support this movement on social using the #StandWithYouth.

Stay tuned for more info on
#StandWithYouth

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