

# #WorkExperienceWeek22

*In partnership with Ayrshire Chamber of Commerce*

## Work Experience Week

14th - 18th November 2022



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# Contents Page

**Page 1 – About Work Experience Week**

**Page 2 – Aims**

**Page 3 – Get Involved**

**Page 4-5 – Suggested Comms** *before  
campaign*

**Page 6-7 – Suggested Comms** *during  
campaign*

# About DYW Ayrshire's Work Experience Week Campaign

DYW Ayrshire, in partnership with Ayrshire Chamber of Commerce, are launching a campaign to celebrate the school work experience programme and highlight the benefits of this to young people and employers.

This year the campaign will take place on **Monday 14th - Friday 18th November.**

The aim of this week is to highlight the benefits to an organisation of offering work placements to young people. We will use the hashtag **#WorkExperienceWeek22** to share stories and experiences on social media which promote, illustrate and celebrate the school work experience programme.

The campaign will provide real life examples from employers, teachers and pupils and allow you to understand the programme, share your good news story, see the benefits and encourage employers to get involved.

Join the celebration by sharing your story. Tell us what the programme means to you, how it benefits your business, how it helps a young person find their path and why you would recommend other employers get involved!

# Aims

- Celebrate the school work experience programme
- Highlight the benefits to a business of hosting a placement
- To provide real examples and stories from those in industry and education
- To highlight Ayrshire employers who support schools/pupils in offering placements and learning for our future workforce

# Get Involved

## **Support your employer network**

Reach out to partners/organisations in your area and encourage them to get involved with the campaign. This will be a great way to highlight them and to signpost businesses to them and the people they work with.

Please share the Toolkit with partners/organisations in your local area.

We have reached out to schools and businesses across Ayrshire to encourage them to get involved and support with the promotion of Work Experience Week.

## **Spread the word**

Using the resources provided, use your communications channels to promote the campaign to employers, teachers and young people. This could be by posting on social media, website, news page etc. to create a powerful campaign. Tag us on anything you post on social media!

## **Contact**

For anyone looking to support the programme, please contact:  
[workplacement@ayrshire-chamber.org](mailto:workplacement@ayrshire-chamber.org)

# Suggested Comms

## *Before campaign*

- Employers and educators! Join us 14th - 18th November in celebrating #WorkExperienceWeek22. Tell us your story and why you love the school work experience placement programme!
- 6 days to go! #WorkExperienceWeek22 is a new campaign for Ayrshire employers, teachers & young people to celebrate the school work experience programme. Tell us why you love it & how the programme is beneficial to you! Running 14th - 18th November
- We're encouraging employers to get involved with the school work experience programme. Has your business hosted a placement? Share your story on social media during 14th - 18th November as part of our #WorkExperienceWeek22 campaign!
- In partnership with Ayrshire Chamber of Commerce, DYW Ayrshire will be using the #WorkExperienceWeek22 running from Monday 14th - Friday 18th November to share positive stories and experiences which show employers the benefit to them and young people of hosting a placement. Share your story and use our hashtag!
- We're inviting you to celebrate the school work experience programme on social media by sharing good news stories during 14th-18th November. Whether you're a teacher, employer or young person, you can help our aim of highlighting the benefits to an organisation of offering work placements to young people #WorkExperienceWeek22
- #WorkExperienceWeek22 launches next week! Highlight the benefits of the school work experience programme throughout 14th - 18th November. Help grow and develop our local young people into your future workforce by offering them a work placement

- Want to help develop the knowledge and skills of your future workforce? Join us in celebrating #WorkExperienceWeek22 to highlight the benefits of the programme to young people and encourage other employers to get on board.
- DYW Ayrshire are celebrating the school work experience programme! Join the fun by telling us your story and using our hashtag #WorkExperienceWeek22 between 14th - 18th November
- The school work experience programme allows young people to explore the world of work and develop skills they can use for future employment. Tell us what you've learned by being involved in the programme during 14th - 18th November for our #WorkExperienceWeek22
- We're encouraging employers to host pupils on a school work experience programme. Help us tell them the benefits during #WorkExperienceWeek22, running 14th - 18th November. Get involved today: [workplacement@ayrshire-chamber.org](mailto:workplacement@ayrshire-chamber.org)
- #WorkExperienceWeek22 highlights the importance of the school work experience programme. Tell us why you love it by writing your story or creating a video for social media during 14th - 18th November

## During campaign

- Today marks the first day of this year's #WorkExperienceWeek22! We support the school work experience programme because... [insert your reason]
- It's #WorkExperienceWeek22 this week and a great time to discover what's out there. Let young people explore the world of work by learning about your business on either a flexible or week-long placement - [workplacement@ayrshire-chamber.org](mailto:workplacement@ayrshire-chamber.org).
- This week is #WorkExperienceWeek22! We're supporting the campaign by sharing our story. We recently hosted a pupil from [insert school] who learned...
- I support the school work experience programme because... #WorkExperienceWeek22
- The first ever #WorkExperienceWeek22 takes place this week showcasing the wide range of employers who support young people to gain valuable experience in their sector. You could be part of the fun by offering a placement. Get involved <https://www.ayrshire-chamber.org/education/work-placement>
- The school work experience programme has helped me by... #WorkExperienceWeek22
- We enjoy sending pupils on a work placement as it allows them to... #WorkExperienceWeek22
- We're grateful to the businesses who host our pupils on work placements because... #WorkExperienceWeek22



- Employers, could you commit to creating opportunities for Ayrshire's young people by hosting a placement for them to gain skills? Find out about how to get involved at <https://www.dywayrshire.com/portfolio/work-experience-week-2022-join-the-celebration/#WorkExperienceWeek22>
- This #WorkExperienceWeek22 I'm sharing my story! [insert testimonial or video]
- Calling all employers! Don't miss your chance to share your experience from hosting a pupil on a work placement. Find out more [www.dywayrshire.com/portfolio/work-experience-week-2022-join-the-celebration/](https://www.dywayrshire.com/portfolio/work-experience-week-2022-join-the-celebration/) #WorkExperienceWeek22
- We support the school work experience programme to help grow and develop our local young people into our future workforce. We've hosted X placements over the years and enjoy having pupils learn about our business #WorkExperienceWeek22