

Work Experience Week

Get Involved



DYW | **AYRSHIRE**
Developing the
Young Workforce

supported by

CC
ayrshire
chamber of commerce & industry

12th to 16th May 2025 | dywayrshire.com | #WEW25

Share your story

DYW Ayrshire are running a campaign supported by our host organisation, Ayrshire Chamber of Commerce, that highlights the benefits of the school work experience programme to employers, educators and young people.

This year, the campaign will run from Monday 12th - Friday 16th May 2025. We will use the hashtag #WEW25 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. 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!

12th to 16th May 2025 | dywayrshire.com | #WEW25

Campaign Aims

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



Get Involved

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!

For anyone looking to support the programme, please contact:
workplacement@ayrshire-chamber.org



12th to 16th May 2025 | dywayrshire.com | [#WEW25](https://twitter.com/WEW25)

Suggested Comms

Before campaign

- Share your thoughts on the school work experience programme from 12th-16th May as part of DYW Ayrshire's #WEW25. Help grow our future workforce by getting involved: <https://buff.ly/94bhXC9>
- Employers and educators! Join the fun from 12th-16th May in celebrating work experience week. Tell us your story and why you love the school work experience programme! <https://buff.ly/94bhXC9> #WEW25
- 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 12th-16th May as part of DYW's campaign. More information: <https://buff.ly/94bhXC9> #WEW25
- We want our connections to host a pupil on a work placement. Search #WEW25 from 12th-16th May to read the benefits to your business! Get your toolkit here - <https://buff.ly/94bhXC9>
- We're supporting our friends at DYW Ayrshire by sharing the positives of the school work experience programme during their campaign, #WEW25, from 12th-16th May. Find out how to get involved: <https://buff.ly/94bhXC9>

Suggested Comms

Before campaign

- In partnership with Ayrshire Chamber, DYW Ayrshire will be using #WEW25 (running from 12th-16th May) to share positive stories and experiences which show employers the benefits to them and young people of hosting a placement. Share your story and use their hashtag! <https://buff.ly/94bhXC9>
- 6 days to go! #WEW25 is a campaign for Ayrshire employers, teachers & young people to celebrate the school work placement programme. Tell us why you love it & how the programme is beneficial to you! Running 12th-16th May, find out more - <https://buff.ly/94bhXC9>
- Want to help develop the knowledge and skills of our future workforce? Highlight the benefits of work experience to employers & young people and encourage others to get on board. Running 12th-16th May, view your toolkit: <https://buff.ly/94bhXC9> #WEW25
- It's almost #WEW25! We have been involved in the school work placement programme since *[insert date]* and can't wait to share our stories throughout the week. Join the fun from 12th-16th May - <https://buff.ly/94bhXC9>

Suggested Comms

During campaign

- The school work experience programme works for us because *[insert reason]*. Get involved today - workplacement@ayrshire-chamber.org or read the benefits to your business here - <https://buff.ly/94bhXC9> #WEW25
- The work placement programme allows young people to explore the world of work and develop skills they can use for future employment. We recently brought a pupil from *[insert school]* to our facility to learn more about *[insert industry]*. Support our future workforce by contacting - workplacement@ayrshire-chamber.org #WEW25
- We recommend employers get involved in the work placement programme because it helps us get access to the up and coming talent of the future whilst giving a young person a better chance at employment after school. Join us by hosting a placement, find the benefits and start your journey: <https://rb.gy/ofyv9> #WEW25
- To celebrate #WEW25 I'm sharing my story! *[insert testimonial or video]*

Suggested Comms

During campaign

- We're looking forward to reading positive stories about work placements for young people in Ayrshire this #WEW25. Read our story below and get involved in the programme by visiting: <https://buff.ly/94bhXC9> *[insert case study/video]*
- Work experience has helped me learn more about the real working world in *[insert sector]*. I visited *[insert company name]* and learned *[insert different activities]*. #WEW25
- Calling all employers! Don't miss your chance to share your experience from hosting a pupil on a work placement. Find out more this #WEW25 - <https://buff.ly/94bhXC9>
- *[Insert business name]* support the work placement programme by hosting pupils on a flexible placement. We enjoy raising our industry profile and *[insert benefits]* #WEW25
- I enjoyed my work placement because I got to learn *[insert skills]* and meet new connections. I'm grateful *[insert business name]* hosted me on a placement. #WEW25

Suggested Comms

During campaign

- We support the school work placement programme to help grow and develop our local young people into our future workforce. You can start your journey by visiting <https://buff.ly/94bhXC9> #WEW25
- We've hosted [insert number] placements over the years and enjoy having pupils learn about our business. Start your journey: workplacement@ayrshire-chamber.org. #WEW25
- We're grateful to the businesses who host our pupils on work placements because [insert reason]. Read the benefits and find out more at: <https://buff.ly/94bhXC9> #WEW25
- We enjoy sending pupils on a work placement as it allows them to [insert reason]. Host a pupil by contacting workplacement@ayrshire-chamber.org or learn more about to programme: <https://buff.ly/94bhXC9> #WEW25



Work Experience Week

12th - 16th May

