

# Year of Young People 2018 Comms Overview





## What is this overview?

This overview is intended to give an overview of the comms opportunity Year of Young People 2018 (YOYP) gives to youth work, particularly Youth Scotland's member network.

## What is YOYP2018?

YOYP 2018 is part of Scottish Government's themed year programme, where each year is given a theme to promote an element of Scottish society and culture. While originally designed as something to boost tourism, the net result is that an aspect of Scottish society is highlighted and brought into the public eye – 2018 is Year of Young People.

## Why should I care?

Something we have heard—and said ourselves—is that, “every year is a year of young people for us.” This is obviously true but the opportunity with the publicity and focus a themed year brings is to shout about the fantastic work our sector does, the amazing achievements of young people, and crucially, to be able to do this to an audience that might not know just how much #youthworkchangeslives

## Do we have to do something different?

No. YOYP 2018 is highlighting all aspects of what makes Scotland's young people special—youth work is an element of that but necessarily a focus of it.

YOYP has targeted six themes: culture; education; enterprise and regeneration; equality and discrimination; health and wellbeing; participation. These themes fit in many ways with the core of what youth work is and does – this is an opportunity to tie our news and achievements to the wider promotion of YOYP 2018.

## What are YOYP saying about it?

The YOYP team have told the youth work communications network that they are fully supportive of youth work groups and organisations linking relevant activities, events and successes to YOYP. There are specific events being organised by the YOYP and Visit Scotland teams that our young people can get involved and many of our own events and activities that are relevant to YOYP.

## How are YOYP supporting us?



The team at YOYP have a number of great resources to provide information and support activities that can be delivered as part of YOYP 2018:

## Website

The primary resource for YOYP 2018 is the website: <http://yoyp2018.scot/>

The website has a 'picture wall' of news stories from YOYP 2018.

## Co-design

Although nothing new to youth work, there is a resource pack aimed at enabling young people to co-design activities, events and projects. You can download the latest pack here: <http://yoyp2018.scot/wp-content/uploads/2017/03/Co-design-Blueprint-FINAL.pdf>

## Branding

There is now a good set of branding logos and informative guideline pack to help you use them. These are all available from this page: [http://yoyp2018.scot/supporters-toolkit/#gf\\_2](http://yoyp2018.scot/supporters-toolkit/#gf_2) (You may have to register – which is free and quick.)

## How do we pull it all together?

Our recommendation is to match your activities, events and projects to relevant themes in YOYP 2018. Your work is already something to celebrate and talk about; YOYP just gives you a bigger audience to do it with and flags it up to people and organisations who might not normally see your work.

To help with this, we've pulled together a quick set of single-page 'cheat sheets' to give some pointers on linking up with the six themes, social accounts to tag/mention, suggested hashtags and an example in use – we hope this is useful to our members.

## I've got a question/suggestion

If it's about YOYP 2018 directly, try here: <http://yoyp2018.scot/get-in-touch/>

If it's about this pack or the Youth Scotland network's involvement: email us at [comms@youthscotland.org.uk](mailto:comms@youthscotland.org.uk) or give us a bell on 0131 554 2561



## Promoting your events and activities

The following pages have some specific advice and suggestions for using social media to link up with the six YOYP themes.

In addition to this, some general tips and suggestions would be:

- Let us know – we're very happy to help shine a light on our members and partners' work
  - tag us on social media
  - drop us a line for an inclusion in the E-news/E-bulletin schedule
  - If you are organising an event, let us and YOYP know
- Link in with your Local Authorities
  - Tag local politicians and public figures in your area
- Tap in to YOYP and [Comminc18](#)
  - 'Communic18' is a group of 35 young people whose remit is to co-design YOYP2018 and to help involve young people. They can be contacted at [2018yoyp@young.scot](mailto:2018yoyp@young.scot)



## Theme: Participation

### Key message

Recognise the positive impact of young people in Scotland and encourage them to take the lead in challenging all forms of prejudice and discrimination.

### Using this theme

We've listed Participation first as—given the nature and purpose of youth work—it is almost always relevant to any of our activity. There is very little youth work activity where this doesn't apply. We would recommend using this theme and hashtag in addition to any specific themes that are appropriate.

### Suggested social accounts to mention/tag

#### Twitter

@YOYP2018 – main YOYP Twitter account; very active

@YouthScotland – tell us about your YOYP activities and take advantage of our reach of 10.5k followers

#### Facebook

@YOYP2018 – YOYP Facebook account

@YouthScotland – take advantage of our additional reach of 1,500 followers

#### Instagram

@yoyp2018

### Hashtags

#YOYP2018

#participation (used in combination with #YOYP2018)



## Theme: Culture

### Key message

Share and celebrate young people's talent and contribution to Scottish culture and arts.

### Using this theme

Any event or activity where young people are engaging in the performing arts; music, theatre, creative arts. Showcase the next generation of Scotland's young performing talent, from traditional music to DJing. So far, we've seen examples from an address of the haggis on Burns Night to performance poetry for International Women's Day.

### Suggested social accounts to mention/tag

#### Twitter

@YOYP2018 – main YOYP Twitter account; very active

@YouthScotland – tell us about your YOYP activities and take advantage of our reach of 10.5k followers

@culturescotgov – Scottish Gov. culture account

#### Facebook

@YOYP2018 – YOYP Facebook account

@TheScottishGovernment – Scottish Gov. Facebook account

@YouthScotland – take advantage of our additional reach of 1,500 followers

#### Instagram

@yoyp2018

@scotgov

### Hashtags

#YOYP2018

#culture (used in combination with #YOYP2018)

## Theme: Education

### Key message

Allow young people to have more say in their education and learning.

### Using this theme

Youth awards are a natural fit, particularly with the crossover link to the wider achievement and attainment agendas. Training and workshops, such as sexual health/mental health, leadership skills through to PDA in Youth Work and CLD are all relevant. With the remit (decided by young people) explicitly calling out that they have more of say, the youth work principles make this a great fit with many of our projects, training sessions and workshops.

### Suggested social accounts to mention/tag

#### Twitter

@YOYP2018 – main YOYP Twitter account; very active

@YouthScotland – tell us about your YOYP activities and take advantage of our reach of 10.5k followers

@EducationScot – Education Scotland's main account

@Awards\_Network – when mentioning youth awards or attainment

#### Facebook

@YOYP2018 – YOYP Facebook account

@EducationScot - Facebook account

@YouthScotland – take advantage of our additional reach of 1,500 followers

#### Instagram

@yoyp2018

### Hashtags

#YOYP2018

#education (used in combination with #YOYP2018)

#attainment

#youthawards

#ImAnAchiever

## Theme: Enterprise and regeneration

### Key message

Celebrate young people's role in innovation, entrepreneurship and the Scottish economy as well as making Scotland a greener and more pleasant place to live.

### Using this theme

This broad theme effectively covers business/employment/entrepreneurship and environmental issues. Unless an activity features both, we recommend using either the enterprise or regeneration as the theme. In our sector, this can be related to employment skills or youth-led funding and development initiatives. Young people are also often involved in environmentally conscious events and activities – these are all relevant to the regeneration theme.

### Suggested social accounts to mention/tag

#### Twitter

@YOYP2018 – main YOYP Twitter account; very active

@YouthScotland – tell us about your YOYP activities and take advantage of our reach of 10.5k followers

@ScotLINK – key environmental community

@greenspacescot – Greenspace Scotland; particularly for urban regeneration or green spaces

#### Facebook

@YOYP2018 – YOYP Facebook account

@greenspace.scotland – Facebook account

@YouthScotland – take advantage of our additional reach of 1,500 followers

#### Instagram

@yoyp2018

### Hashtags

#YOYP2018

#enterprise or #regeneration (used in combination with #YOYP2018)

#enterpriseandregeneration only if there are characters to spare



## Theme: Equality and discrimination

### Key message

Recognise the positive impact of young people in Scotland and encourage them to take the lead in challenging all forms of prejudice and discrimination.

### Using this theme

Youth work is often involved in tackling inequality and challenging prejudices. As covered in the National Youth Work Strategy for 2016-19, "The Early Years Framework18 aims to break negative cycles of inequality through early and effective intervention. Together with the Scottish Government's other social policy frameworks: Equally Well, which focuses on addressing health inequalities" This theme is often part of youth work programmes, such as our own Stand Up.

### Suggested social accounts to mention/tag

#### Twitter

@YOYP2018 – main YOYP Twitter account; very active

@YouthScotland – tell us about your YOYP activities and take advantage of our reach of 10.5k followers

@ScotGovEquality – Scottish Government's Equality Unit

#### Facebook

@YOYP2018 – YOYP Facebook account

@YouthScotland – take advantage of our additional reach of 1,500 followers

#### Instagram

@yoyp2018

### Hashtags

#YOYP2018

#equality (primarily as #discrimination can be perceived as quite a negative hashtag unless the context is spot on)

## Theme: Health and wellbeing

### Key message

Make sure young people have the chance to lead healthy, active lives and understand the importance of mental health and resilience.

### Using this theme

Lots of youth work involves sport, physical activity and encouraging healthier, active lifestyles. In addition to this, youth work is regularly discussing drugs, mental health and sexual health.

### Suggested social accounts to mention/tag

#### Twitter

@YOYP2018 – main YOYP Twitter account; very active

@YouthScotland – tell us about your YOYP activities and take advantage of our reach of 10.5k followers

@NHS\_HS – NHS Health Scotland

@SAMHtweets – Scotland's largest mental health charity

@seemescotland – SeeMe Scotland aim to end mental health stigma and discrimination

#### Facebook

@YOYP2018 – YOYP Facebook account

@NHSEducationforScotland – Education arm of NHS Scotland

@seemescotland – SeeMe Facebook account

@YouthScotland – take advantage of our additional reach of 1,500 followers

#### Instagram

@yoyp2018

### Hashtags

#YOYP2018

#healthandwellbeing or just #health if space is short

#HealthInequalities – used by NHS Scotland

#mentalhealth – used by SeeMe and others discussing removing the stigma of discussing mental health