Launched

- #PowerOfYouth charter
- #IWill Scotland 2021 - 2026 strategic plan
- @IWillScotland Twitter & Instagram channels

Presented at

+20 events

Ambassadors

6 #IWill strategy development sessions

5 group gatherings

Featured in

7 videos

Were part of

4 social media takeovers

Resources

9 #IWill videos uploaded to Youtube

Showcased

8 #IWill blogs & case studies
#IWill activity redemptions

@IWillScotland Twitter account reached over 134,000 people

#PowerOfYouth hashtag was used +10,000 times

Tickets booked for events 238

Events hosted for #IWillWeek +3,000 video views

#IWillWeek hashtag used +4,000 times

434 visits to the #IWillWeek resource page

237 @IWillScotland tagged accounts

19 founding signatories to the charter

93 Young Scot #IWill activity redemptions

236 Young Scot #IWill rewards claims