



#IWILL WEEK | 21 – 25 NOVEMBER

COMMUNICATIONS PACK

#IWILL WEEK IS OUR ANNUAL CELEBRATION OF THE CHANGE YOUNG PEOPLE, #IWILL AMBASSADORS, #IWILL CHAMPIONS AND #IWILL PARTNERS AND SUPPORTERS ARE DRIVING ACROSS THE UK

In 2021, our hugely successful #iWill week explored the idea of "building a movement". In 2022, we want to explore how in practice we achieve this together.

Another year brings new challenges, and as ever young people bear the brunt of these. In times of uncertainty, how will we work better together to ensure that we are enabling youth social action?

We're pulling together for youth social action

From 21 - 25 November, #iWill Week 2022 aims to shed light on the challenges faced by young activists and changemakers. We want to encourage meaningful conversations amongst all of us who work in the youth sector around how we can continue to support youth social action into 2023.

THE ESSENTIALS



Hashtag: #iWillWeek2022

Twitter	Instagram	Facebook	LinkedIn
@iWillScotland	iwillscotland	theiwillmovement	#iwill



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WEEK OVERVIEW

This year, to showcase and champion the amazing work taking place across the UK we are focusing on one key area each day:

Monday 21 November	Are we really working together? What we need to learn about working across sectors.
Tuesday 22 November	In my hometown: How can young people shape a place?
Wednesday 23 November	It's tough out here: Creating genuinely enabling environments for young people.
Thursday 24 November	Digital vs IRL: How do we strike the balance when building a movement?
Friday 25 November	Are you with us? The role of funders in all this.

So if you have something to say, something to share, something to launch or something to celebrate, why not do it in #IWill week? We are currently accepting activity submissions from individuals and organisations to contribute to our programme and we'd love to hear from you. This could be anything from hosting an online skills workshop to organising a roundtable discussion. Register your event with us [here](#).

HOW TO SUPPORT US

1. Support #IWill week on social media, you can find some template text and images below but try to include your own experience if you can
2. Come and join us at our events either online or in person. You can find out about the events taking place at www.iwill.org.uk from November
3. Encourage your organisation to sign up to our Power of Youth Charter to demonstrate your commitment to empowering young people
4. Take photos, videos or recordings of any activity you are part of and share them with us via social media or by emailing iwill@volunteermatters.org.uk.

CONTENT FOR SOCIAL MEDIA

You can download all the assets for #IWill week [here](#). Some template content can be found below.

Pre-launch content (1 – 20 November)

Platform	Copy
Social media and WhatsApp	#IWillWeek2022 is coming soon taking place from 21 to 25 November. It is an opportunity for us to showcase and champion young people who are driving positive change in their community.

	<p>Join us as we hold events across the UK. Speak out and let's pull together for youth social action.</p> <p>Find out how you can get involved at www.iwill.org.uk.</p>
Website / blog (if you have one)	<p>#IWill Week 2022 is coming soon taking place from 21 to 25 November.</p> <p>This is an opportunity to celebrate and showcase the amazing work of #iwill Ambassadors, Champions and Partners. This year we are pulling together for youth social action. Activity is taking place throughout the week online and in person.</p> <p>Our focus on each day is:</p> <ul style="list-style-type: none"> • Monday 21 November – Are we really working together? What we need to learn about working across sectors. • Tuesday 22 November – In my hometown: How can young people shape a place? • Wednesday 23 November – It's tough out here: Creating genuinely enabling environments for young people. • Thursday 24 November – Digital vs IRL: How do we strike the balance when building a movement? • Friday 25 November – Are you with us? The role of funders in all this. <p>Find out more and get involved at www.iwill.org.uk or by following us on Twitter, Instagram or Facebook.</p>

Content (21 - 25 November)

Platform	Copy
Social media and WhatsApp	<p>It's time for #IWillWeek2022. We're pulling together for youth social action from 21 to 25 November.</p> <p>This is our chance to shine a light on the young people that are leading social and environmental change in our communities.</p> <p>There are a range of activity taking place. Find out more and join the debate at www.iwill.org.uk.</p>
Social media and WhatsApp	<p>I'm supporting #IWillWeek2022 because..... [INCLUDE WHY YOU ARE SUPPORTING THE CAMPAIGN]</p> <p>Find out more and get involved at www.iwill.org.uk. #IWillWeek22</p>
Social media and WhatsApp	<p>In my hometown, young people are.....[SHARE EXAMPLE OF YOUTH SOCIAL ACTION]</p> <p>Find out more and get involved at www.iwill.org.uk.</p>

	<p>#iWillWeek2022</p> <p>OR</p> <p>In my hometown, I am.....[SHARE EXAMPLE OF YOUTH SOCIAL ACTION – for example ‘Helping my local community centre fundraise’]</p> <p>Find out more and get involved at www.iwill.org.uk.</p> <p>#iWillWeek2022</p>
Website	<p>It’s time for #iWillWeek2022. We’re pulling together for youth social action from 21 to 25 November.</p> <p>This is an opportunity to celebrate and showcase the amazing work of #iWill Ambassadors, Champions and Partners.</p> <p>Activity is taking place throughout the week online and in person. Our focus on each day is:</p> <ul style="list-style-type: none"> • Monday 21 November – Are we really working together? What we need to learn about working across sectors. • Tuesday 22 November – In my hometown: How can young people shape a place? • Wednesday 23 November – It’s tough out here: Creating genuinely enabling environments for young people. • Thursday 24 November – Digital vs IRL: How do we strike the balance when building a movement? • Friday 25 November – Are you with us? The role of funders in all this. <p>Find out more and get involved at www.iwill.org.uk or by following us on Twitter, Instagram or Facebook.</p>

Content (26 November - onwards)

Platform	Copy
Social media and WhatsApp	<p>My favourite part of #iWillWeek2022 has been..... [INCLUDE YOUR HIGHLIGHT]</p> <p>Let’s all pull together for youth social action.</p> <p>Discover more at www.iwill.org.uk.</p>