

How you can get involved and support

The theme for the 12th annual National Apprenticeship Week is: “Blaze a Trail”. Through this year’s theme, we want to showcase how apprenticeships bring new energy and passion into organisations. Apprenticeships are a great path for people at any stage of their career from those starting out, to those re-entering the workforce, or those wanting to reskill or change careers.

We’d love your support during The Week, to showcase the great work you’re doing with apprentices, and how your business has benefited. Here are some ways you can get involved:

1 Fire Up your logo

What?

Upload your company logo into our Fire It Up template to show your commitment to and support for apprenticeships.

How?

You will find the visual asset you need on our [NAW page on GOV.UK](#), as well as some simple steps to follow with guidance for how to share this across your social channels. If you do join us in this show of support, please do post a short blog or social update to explain why you feel strongly about apprenticeships – how they have ‘Fired Up’ your business, the impact you’ve seen, and maybe even advice you’d offer to other businesses looking into apprenticeships.

2 BLAZE a trail to energise and inform

What?

Take part in our ‘BLAZE’ social content series – one post a day for the five days of The Week.

How?

We have provided you with five images, for you to use to accompany your social post each day, in line with the key themes below.

Benefit – how you have benefited from employing apprentices and the return on investment

Learn – what you have learned through hiring an apprentice? What learnings would you pass on to others considering it?

Aspire – an apprentice’s view on what their apprenticeship has enabled them to achieve

Zest – tell us why you and your apprentices are passionate about the value that apprenticeships bring

Energise – explain what the cultural impact on your business has been

3 Celebrate success – introduce your apprentices

What?

Bring your apprenticeship stories to life across social channels. Guidelines and messages can be found in a short document on our [NAW page on GOV.UK](#).

How?

There are lots of ways to do this. We have included a few suggestions below so you can start planning. Feel free to pick the one or two that suit you most – or run with them all!

- **Twitter takeover** – Allow an apprentice (one a day / five across The Week) to take over the company Twitter feed, posting images and updates about their day.
We will **co-ordinate a national #askanapprentice day on the Wednesday (6 March)** of The Week, to encourage dialogue between apprentices and those considering it as a career route.
- **Instagram** – Ask an apprentice to upload one image a day to Instagram, then they can curate a story at the end of the week.
- **Website blog** – Encourage your apprentice to contribute a post for your website.
- **Work with your PR team** (if you have one) – To profile individual apprentices in the media.
Please do get in touch if you are preparing a press release and would like a quote – we’d be happy to provide one!

Don’t forget to take a look at the [events map](#) to find more information about events happening near you. If you would like your event to appear on our map, please complete our [event submission form](#).

Thank you – if you have any questions in the meantime, please do feel free to get in touch with the.week@education.gov.uk

NAW2019 Social Media – #NAW2019 and #BlazeATrail