

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 and celebrate how apprentices (that’s you!) bring new energy and passion into organisations. Our aim is to shine the spotlight on apprenticeships as 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 – in whatever industry they may be in!

We’d love your support during The Week and for you to show how you are blazing your own trail through an apprenticeship. Here are 3 simple ways to get involved:

1 Show your support on social

Use our specially designed Facebook frame

What?

We’ve created a NAW 2019 Facebook frame that you can use to update and personalise your profile photo, as a badge of honour during The Week.

How?

Easy! Go to your profile photo, click ‘edit’, then ‘Add Frame’ – then just select ‘Blaze a Trail’. And bingo – you’re done! The frame will be available from Sunday 3 March. When you post it, please use the hashtags #NAW2019 and #BlazeATrail.

Show your love for apprenticeships on Instagram

What?

We’ve created a motion graphic for you to post on Instagram – please do this on Monday 4 March, to kick the week off with a bang! A heart shape made of ‘Fire It Up’ sparks, to convey the vibrancy, passion, and energy of apprentices. When one of your followers clicks to ‘like it’, the white Instagram heart will fill the space. Let’s create a digital movement!

How?

Simply upload the graphic from our [NAW page on GOV.UK](#) to your Instagram account, with the hashtags as above – and a short line on why you’re supporting National Apprenticeship Week.

Don’t forget to take a look at the [events map](#) to find more information about events happening near you and if your employer is hosting an event during the Week, make sure it is on the map. Thank you so much for your support!

NAW2019 Social Media – #NAW2019 and #BlazeATrail

2 Talk to your employer

What?

Chat to your boss or line manager to find out what they are doing to promote The Week, and how you can get involved – this is a great opportunity for them to showcase all the brilliant work they do by offering apprenticeships.

How?

Ask the question! They might want to do a short filmed Q&A with you, ask you to contribute a blog to the website, feed your learnings into their social content, or even let you take over their Twitter account for the day. We’re co-ordinating a national **#askanapprentice** on the Wednesday of The Week (6 March) – ask if you can get involved to answer questions, share your experiences, and inspire others!

3 Fire Up the next wave of apprentices

What?

Inspire the next generation of apprentices by sharing your apprenticeship journey and open their eyes to the range of career opportunities available to them after school.

You could speak at your old /local school, or create a short case study of your apprenticeship journey for social media and share on your channels, using the hashtags #NAW2019 and #BlazeATrail.





How?

We already have more than 150 school events happening across the country that apprentices can get involved in.

To get involved, you need to be a member of the Young Apprenticeship Ambassador Network. Find out more by visiting: www.amazingapprenticeships.com/yaan

If you are interested in getting involved, please email: YAAN@amazingapprenticeships.com You must also join a training webinar, taking place throughout February, to help you get ready to speak in school.

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