

Overview

National Apprenticeship Week 2019 takes place from 4 to 8 March 2019 and the theme for this year's Week is Blaze a Trail.

We believe that apprenticeships are for those individuals and employers who have the spirit to blaze their own path and the passion to follow their dreams. For us, this theme encapsulates everything that apprenticeships stand for.

Building on our Fire It Up campaign, we will use the week to continue inspiring and exciting key groups and influencers about apprenticeships. For employers, it will be a rallying cry to offer an apprenticeship, and for those that already do – to speak loudly about the benefits. For potential apprentices, it encourages them to follow their passions and blaze their own career trail – inspired by the stories of those who have taken up apprenticeships.

You'll see the visual link with the Fire It Up campaign throughout The Week and through the assets we have provided, which visually represent the natural energy and enthusiasm of apprentices with electrical sparks.



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Social media posting guidelines

Remember to tag us @apprenticeships and use the social media hashtags during the week – #NAW2019 and #BlazeATrail. Always try to include an image with your post – it makes it much more compelling!

Example posts for BLAZE content series (as described in relevant supporter guides)

These should be edited to align with your own personal experience.

Benefit – how your business has benefited from employing apprentices

Apprentices provide us with a talent pipeline for the future. 90 per cent of apprentices go into work or further training, with 88 per cent in sustained employment, and we're confident that some of our future leaders are in this group. This home grown talent has a significant impact on retention rates, as well as ensuring we have the skills we need as a business.

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

It's important to make sure that internal teams such as training, HR and recruitment work closely together to ensure the process runs in the best way. We are continually gathering feedback from our apprentices and their managers to make sure that everyone involved is feeling the maximum benefit.

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

I love that every day is different and brings a new challenge to overcome. I learn something new every day and work with such a wide range of people with varying skill sets. I feel that the discipline of a full-time job alongside my studies has given me a definite advantage and prepared me extremely well for life after my apprenticeship.

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

Apprentices bring enthusiasm, curiosity, and an appetite to learn – as well as a fresh and different perspective to our business. This is valuable in supporting our internal teams, as well as fuelling new ideas and ways of working with clients.

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

The energy that apprentices have brought to our business has had a significant impact on our culture. They often bring a different approach to problem-solving, which is different to that of other staff, and can lead to new and innovative ways of working.

Celebrate success – introduce your apprentices

As mentioned in our Supporter Guide, there are many different ways in which you can do this. Social channels are a fantastic way to bring your stories to life with videos and images – but a blog post on your website would also be a great way for your apprentices to contribute. If you're feeling creative, why not organise a video interview between an apprentice and their manager? Or perhaps have your apprentice interview a senior figure from within the business, to find out more about how the business has benefited.

Twitter takeover

Please do encourage your apprentices to take part in our #askanapprentice day on Wednesday 6 March. If they tag all their contributions with #NAW2019 and #BlazeATrail we'll be able to track this conversation in one place.

Aside from that, consider running a series of posts over the week from your apprentice, to document their week. Or one apprentice each day, if you have more than one.

Instagram

You may not want to 'hand over control' of your Instagram page to your apprentice. There are plenty of ways you can oversee, curate and review the content before it is posted, while still capturing an authentic view of the apprentice's experience and typical day at work.

- Ask your apprentices to submit five images over the course of the week – these could reflect their day at work, show them in their work environment, or with colleagues / a boss.
- Three of these can be posted over the course of the week as standalone images using the hashtags.
- Then republish these images plus the two extras into a Story on Friday using #BlazeATrail and #NAW2019.

Website blog

Encourage your apprentice(s) to write a blog for the company website, about their experience. This could run as copy, or feature as a Q&A. Here are some questions you might want to share with them to get them thinking:

- Who or what inspired you to become an apprentice?
- What was the biggest factor in making you decide to do an apprenticeship?
- Describe a typical day in the office
- What do you enjoy most about your role, and why?
- How do you think an apprenticeship has improved or opened up your career options?
- What advice would you give to other people considering an apprenticeship as a route?

If they're not a confident writer, you could offer to interview them and then write up answers on their behalf – for their review and approval before they are published. This might be something your PR/communications team can support with.

Example social posts – general

LinkedIn

We're proud to be supporting National Apprenticeship Week 2019 – looking forward to a week of celebrations to shine a spotlight on the fantastic apprentices up and down the country, who are blazing their own trail to unlock exciting career opportunities and bring significant value to businesses. Take a look at the website to learn more:

gov.uk/government/topical-events/national-apprenticeship-week-2019

Facebook

Throughout the course of National Apprenticeship Week, we'll be shouting about the amazing work that our apprentices are doing. The Week is a celebration of the energy and passion that apprentices bring, and an opportunity to showcase the wide range of opportunities and benefits for individuals and employers. You can find more info at: gov.uk/government/topical-events/national-apprenticeship-week-2019

Twitter

It's National Apprenticeship Week 2019! A week of celebrations to showcase the nation's #apprentices and employers who are blazing their own trail:

gov.uk/government/topical-events/national-apprenticeship-week-2019 #NAW2019 #BlazeATrail #NAW2019

Instagram

We're proud of all our #apprentices, who are blazing their own trail to unlock exciting new career opportunities, and bring significant value to businesses #NAW2019 #BlazeATrail

Work with your PR team – internal or external

Synchronise diaries

Firstly, make sure The Week is on their radar, as an opportunity to promote the business and how its 'blazing a trail' by working with apprentices.

Think about your 'proof points' and story – equip them with information

Consider what statistics you can share with them – examples include:

- How many apprentices have you employed?
- How many have stayed with the business?
- Are there any concrete benefits (e.g. productivity gains) you can show, in addition to cultural benefits? Or any metrics that help show cultural impact?

Consider your spokesperson

- Who from your business would be willing to speak to media?
- Do they need any refresher training / guidance to ensure they feel confident to do so?
- What is their availability like during that week?
- Is your apprentice willing to speak to media?

Thank you again for your support.

Let's shout about apprenticeships and make NAW2019 the biggest and best yet!

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