

**Young**  
**Person's**  
**Guarantee**

**Campaign Toolkit**  
**February 2022**



Scottish  
Government  
gov.scot

# The Campaign

Campaign introduction and overview



# Introduction

The Young Person's Guarantee is a commitment to every 16–24 year old in Scotland of an opportunity that will positively impact their future. That opportunity could be a job, apprenticeship, further or higher education, training programme, or volunteering.

The aim of this campaign is to make young people aware of the Young Person's Guarantee and we'd welcome support from partners to help us reach as many young people in Scotland as possible. The campaign, developed by Scottish Government in partnership with stakeholders and partners, showcases a range of opportunities - with a focus on inclusion and breadth of choice.

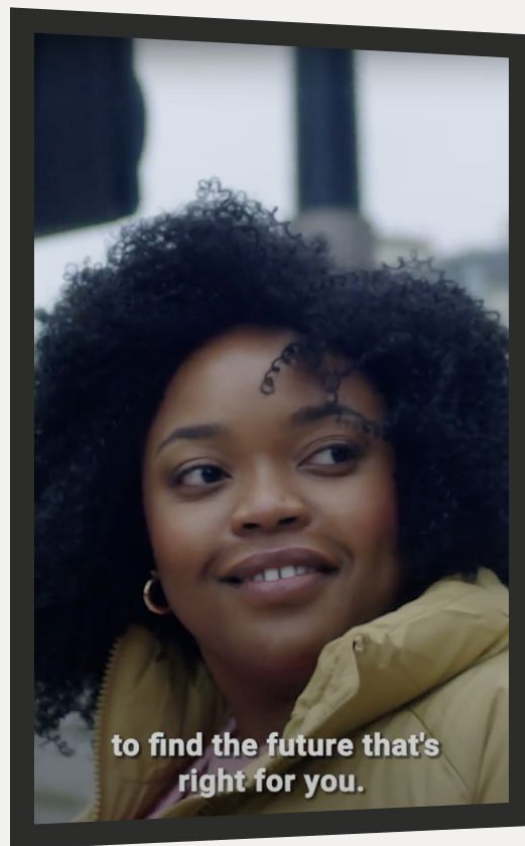
The campaign will direct young people to the Young Person's Guarantee website where they can search the opportunity finder and find details of wider support and advice should they need it.



# The Campaign

The campaign runs from the 8th of February to the 13th of March 2022 across a variety of formats, including TV, video on demand, cinema, digital, social. We encourage you to continue using social assets during and beyond the campaign period to extend its reach, and to continue engagement throughout 2022.

**On our website resource page, you'll find the resources we've created to help you in promoting the Young Person's Guarantee.**



# The Campaign

## The main aims of the campaign are to:

- Increase awareness of Young Person's Guarantee and the opportunities and support available.
- Provide confidence to every young person aged 16-24 that there are a range of work and learning opportunities for them in Scotland.
- Ensure that young people in Scotland know where to go to access opportunities and support through the Young Person's Guarantee, especially those who need the most support, and 2022 education leavers
- Encourage young people in Scotland to take relevant action ie: visit the website to find an opportunity through Young Person's Guarantee, or access the support they need to take the next steps in their career journey.



# Resources

Digital resources, key messages, example social posts and guidance

# Resources

We have created social assets for you to use across your channels.

[To access and download static social posts and copy resources, please visit this link.](#)

Assets include:

- Static social assets
- Suggested social copy
- Internal communication messaging
- Sample email copy
- Sample news copy
- Printable posters

Additionally, we have video content available for you to download and share on your channels, please click the links below to access:

- [15" social video \(16:9\) with subtitles](#)
- [15" social video \(9:16\) with subtitles](#)
- [30" social video \(16:9\) with subtitles](#)
- [30" social video without subtitles](#)



# Suggested Social Copy

You can find a list of suggested social copy on our resources page. You can copy and paste social copy to accompany your social media posts. [Click here to access additional social copy.](#)

- Get connected to a wide range of jobs, courses, apprenticeships and helpful support with the Young Person's Guarantee.
- The Young Person's Guarantee connects every 16–24-year-old to a wide range of jobs, courses, apprenticeships and support.
- Find your future by connecting to a wide range of jobs, courses, apprenticeships and helpful support with the Young Person's Guarantee.
- The Young Person's Guarantee connects every 16–24-year-old to a wide range of jobs, courses, apprenticeships and support. Find your future.

**Social copy and social assets can be mixed  
and matched to suit your needs.**

**Share your posts with #YPGuarantee**





# Key Messages

Unifying key messages are at the core of this campaign. Our key messages articulate the purpose and value of The Young Person's Guarantee.

- The Young Person's Guarantee supports every 16 – 24 year old in Scotland to find an opportunity that's right for them. This could be a job, an apprenticeship, further or higher education, training programme, or volunteering.
- There are lots of opportunities available through the Young Person's Guarantee, so you can find what's right for you.
- The Young Person's Guarantee makes it easy to find support if you need it. You don't need to do it alone.
- The Young Person's Guarantee helps you build the skills and confidence you need.
- The Young Person's Guarantee supports all young people aged 16-24.



# More Information

Please visit the links below for additional guidance and resources for Young Person's Guarantee:

- [Click this link to access brand guidance, toolkits and resources.](#)
- [Click this link to learn more about Young Person's Guarantee \(young people\).](#)
- [Click this link to learn more about Young Person's Guarantee \(employers\).](#)



# Communications

Internal communication copy, sample email, and sample news copy

# Internal Communication

## **Suggested copy to use internally to communicate the campaign to your colleagues.**

The Young Person's Guarantee marketing campaign launched Tuesday the 8th of February. This campaign was developed in collaboration with key partners and young people, and aims to build awareness of the Young Person's Guarantee for young people aged 16-24. The call to action is for young people to visit [www.youngpersonsguarantee.scot](http://www.youngpersonsguarantee.scot) to find out about the opportunities and support available to them.

Additionally, The Young Person's Guarantee will be launching their opportunity finder app, powered by My World of Work. This new feature brings work and learning opportunities together into one easy to use tool. The website also offers young people details on employability support, opportunities and advice in their local areas, information on how to access career advice, money advice and wellbeing support.

How you can get involved:

- Share the Young Person's Guarantee and website with young people
- Share campaign assets and information via your social channels



# Sample Email Copy

**This template can be used to help you develop an email about your involvement in the campaign.**

Hello <insert recipient name>,

I'd like to make you aware of The Young Person's Guarantee 2022 marketing campaign, which runs from the 8th of February until the 13th of March 2022 across a variety of formats, including TV, video on demand, cinema, digital, social.

This campaign was developed in collaboration with key partners and young people, and aims to build awareness of the Young Person's Guarantee, which is a commitment to provide opportunities for all 16-24 year olds in Scotland through jobs, apprenticeships, further and higher education, training programmes and volunteering.

Additionally, The Young Person's Guarantee will be launching their opportunity finder app, powered by My World of Work. This new feature brings work and learning opportunities together into one easy to use tool. The website also offers young people details on employability support, opportunities and advice in their local areas, information on how to access career advice, money advice and wellbeing support.

How you can get involved:

- Share the Young Person's Guarantee and [website](#) with young people
- Share [campaign assets](#) and information via your social channels

[You can download resources, assets and find out more about The Young Person's Guarantee via this link.](#)



# Sample Email Copy

**This template can be used to help you develop an email to young people about the Young Person's Guarantee.**

Hello <insert recipient name>,

I am sharing some information about the Young Person's Guarantee - which is a commitment to provide opportunities for all 16-24 year olds in Scotland through jobs, apprenticeships, further and higher education, training programmes and volunteering.

The Young Person's Guarantee have just launched a new marketing campaign that will be active across TV, social media, and even at the cinema! They've also launched a new opportunity finder app, which makes it easy to find available opportunities in your local area.

There are lots of opportunities available, so you can find what's right for you.

On their website, you can also find useful career advice, money advice and wellbeing support, and details of how to access support should you need it.

[Learn more about the Young Person's Guarantee, and try out their new opportunity finder by visiting this link.](#)



# Sample News Copy

**This template can be used to help you develop a newsletter or article about the Young Person's Guarantee and the launch of our recent marketing campaign.**

Tuesday 8 February saw the launch of a new marketing campaign for the Young Person's Guarantee. Developed in collaboration with key stakeholders and young people, the campaign highlights the wide range of opportunities available through the Young Person's Guarantee.

The Young Person's Guarantee is a commitment to bring together employers, partners and young people, and aims to connect every 16 to 24 year old in Scotland to opportunities such as a job, apprenticeship, further or higher education, training or volunteering.

Additionally, The Young Person's Guarantee will be launching their opportunity finder app, powered by My World of Work. This new feature brings work and learning opportunities together into one easy to use tool. The website also offers young people details on employability support, opportunities and advice in their local areas, information on how to access career advice, money advice and wellbeing support.

For more information and to find your future, visit [www.youngpersonsguarantee.scot](http://www.youngpersonsguarantee.scot)



# Thank You

If you have any questions related to this toolkit, please contact us at [youngpersonsguar@gov.scot](mailto:youngpersonsguar@gov.scot)

