

# NAW22 on social media



## 1. Let us know what you have planned now

This guide explains how you can get involved on social media, host virtual and face to face events.

To help us promote all the inspirational activity that happens during the week, we are developing an events listing. Please email us at [The.Week@education.gov.uk](mailto:The.Week@education.gov.uk) as soon as possible to let us know about your plans for National Apprenticeship Week.

We will be showcasing some of the best events, videos and activities in our newsletters and on social media to share your commitment with our networks.

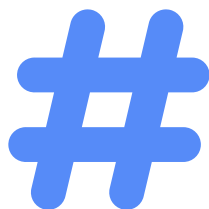
You can complete this more than once if you have multiple events planned. Don't forget to promote your events on social media using the hashtag **#NAW2022** and set up an event on Facebook link: [Facebook](#) and LinkedIn link: [LinkedIn](#).



## 2. Last year Launch tweet

Look out for our launch day post and share it with your followers. Keep an eye on @Apprenticeships on the morning of Monday 7<sup>th</sup> February and share our launch post with your followers. Last year, National Apprenticeship Week 2021 was trending #1 on Launch Day in the UK.

**Let's get National Apprenticeship Week trending again for #NAW2022!**



## 3. #ASK Series

### #AskAnEmployer

Use the **#AskAnEmployer** hashtag during 12 noon – 2pm on Tuesday 8<sup>th</sup> and encourage your followers to ask questions about how apprentices have developed your business, helping them to see the real business benefits.

### #AskAnApprentice

Use the **#AskAnApprentice** hashtag on Twitter during 12 noon – 2pm on Wednesday 9<sup>th</sup> and encourage aspiring apprentices, their parents and employers to ask you questions about your apprenticeship. Encourage your followers to also follow the hashtag and look out for posts on @Apprenticeships, as apprentices will be taking over the channel.



## 4. Share the Love on Celebration Friday

### I ❤️ APPRENTICESHIPS

On Friday 11<sup>th</sup> we would like to focus on what makes apprenticeships, and National Apprenticeship Week great. What do you love about employing apprentices or being an apprentice? Create a social video, blog or social media post to share your thoughts. Link to [Apprenticeships.gov.uk](https://Apprenticeships.gov.uk) to tell people how to find out more.

## 5. #Selfie Sunday

On Sunday we want you to share your best work or apprenticeship selfies to show the wide range of roles and experiences that apprenticeships can offer. Prepare your cheesiest smiles and don't forget to use **#NAW2022**.



# BUILD THE FUTURE

**Apprenticeships**  
National Apprenticeship Week  
7<sup>th</sup> to 13<sup>th</sup> February 2022



For more information about National Apprenticeship Week visit our website  
[National Apprenticeship Week 2022 \(apprenticeships.gov.uk\)](https://apprenticeships.gov.uk)

If you have any questions in the meantime, please do feel free to get in touch with  
[The.Week@education.gov.uk](mailto:The.Week@education.gov.uk)

### Useful Websites:

National Apprenticeship Week 2022: [apprenticeships](https://apprenticeships.gov.uk)

[Traineeships](https://traineeships.gov.uk)

[T Levels | The Next Level Qualification](https://tlevels.gov.uk)

Twitter: [@Apprenticeships](https://twitter.com/Apprenticeships)

LinkedIn: [National Apprenticeship Service](https://www.linkedin.com/company/national-apprenticeship-service)



Education & Skills  
Funding Agency

**I ♥ APPRENTICESHIPS**  
**#BuildTheFuture**  
**#NAW2022**