

Apprenticeships Toolkit for Employers and Representative Groups

#GetInGoFar

Get In Go Far is the government's new advertising campaign designed to inform and inspire young people to consider apprenticeships, traineeships and work experience as valid and credible routes to a rewarding career. It also aims to increase interest and demand from employers in running apprenticeship programmes.

The government is committed to creating three million apprenticeship starts and working with businesses to create two million new jobs. The campaign will help with this ambition to ensure young people get the skills they need and those that employers are looking for.

Our website www.getingofar.gov.uk will enable young people, employers, parents and teachers to find out more about apprenticeships, traineeships and work experience. Young people can also access thousands of opportunities across a range of sectors and employers - so they can get in and go far in their career.

The campaign (for England only) is launching on 16 May, featuring real life apprentices. Look out for ads on TV, radio, outdoor posters and digital channels. Later in the campaign, we will also be focussing on the benefits of traineeships and work experience.

But we need your help to get more young people to consider becoming an apprentice, raising awareness that the time is right to get the skills for a great job, which will increase the pool of talent for future apprentice programmes.

If you are a business with apprentices, we want you to celebrate the value of apprenticeships through your public channels. If you are a representative body, we want you to encourage your members to take on apprentices.

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We want to reach all 14-24 year olds, as well as their parents and teachers. Please use your influence to help build momentum for recruitment of apprentices now.

How to get involved:

- Signpost your followers to the new apprenticeships **Get In Go far** campaign site: www.getingofar.gov.uk for useful information and advice
- Follow our social media channels:
 - Facebook www.facebook.com/apprenticeships/
 - Instagram [@apprenticeships](https://www.instagram.com/apprenticeships)
 - Twitter [@apprenticeships](https://twitter.com/apprenticeships)
- Join in the conversation by posting your own photos and videos with the #GetInGoFar hashtag;
- Use the attached headers on you social channels and add the **Get In Go Far** logo to your Twitter and Facebook profile pictures through Twibbon: <http://twibbon.com/Support/apprenticeships-getingofar>
- Use the attached campaign graphic in your social media posts;
- Write a blog that celebrates apprenticeships and encourages companies to consider taking them on;
- Share interesting commentary about apprenticeships via your communications channels;
- If you have apprentices already, promote their fantastic work.

Suggested tweets:

- Qualified apprentices boost productivity by £214 a week. Are you hiring yours? <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- We're recruiting apprentices to develop the skills we need to grow our business <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- Our apprentices inject energy and ideas into our business. Hire yours, they'll <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- Apprentices challenge us to be more innovative & productive. Hire yours, they'll #GetInGoFar <http://bit.ly/GetInGoFarApprenticeships>
- Hire an apprentice - you can learn as much from them as they can from you <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar

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Instagram:

Follow the apprenticeships Instagram account [@apprenticeships](#) and upload photos of your apprentices holding a sign with **#GetInGoFar** on to show that you are supporting the campaign. Remember to tag [@apprenticeships](#) and include **#GetInGoFar** in all your pictures.

Sharing pictures videos and blogs

If you have any photos, videos or blogs of your apprenticeship work, please share them with us by emailing JoinInGoFar@bis.gsi.gov.uk.

You can also upload your video content to YouTube and then tweet [@apprenticeships](#) so we can add it to a playlist.

Whatever you do to support the campaign, let us know at [gettingofar@bis.gsi.gov.uk](mailto:getingofar@bis.gsi.gov.uk) so we can share your activity through our channels!

THANK YOU!

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