

Apprenticeships Toolkit for Parents and Teachers

#GetInGoFar

We want your help to spread the word and celebrate the value of apprenticeships.

As parents or teachers you can never underestimate the influence you have in helping young people make informed decisions about their future. Finishing school is one of the biggest moments in their lives, so it's important to understand all the options available.

University isn't the right choice for everyone, even students with A or B grades. Did you know apprenticeships are now available in more than 1,500 job roles from nuclear to fashion, and from banking to defence? There are over 45 higher apprenticeships in England where young people can study up to degree level.

Get In Go Far is the government's new apprenticeship advertising campaign (for England only) and launches on 16 May, featuring real life apprentices. Look out for ads on TV, radio, outdoor posters and digital channels.

It is 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.

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Will you take this opportunity to look into apprenticeships with your children or students?

Here are some more ideas to consider:

- Signpost other parents or teachers to the new **Get in Go far** campaign site: www.getingofar.gov.uk for useful information and advice. There is also a range of apprenticeship resources for parents and teachers at [Amazing Apprenticeships](#)
- Follow our social media channels:
 - Facebook www.facebook.com/apprenticeships/
 - Instagram [@apprenticeships](#)
 - Twitter [@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 GetInGoFar 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;
- Start the conversation with a blog or letter for your local newspaper that celebrates apprenticeships. A starting point has been included in this toolkit;
- Encourage your children or students to ask employers if they can visit the workplace, or invite employers and apprentices to give a talk at your school or a youth club;

Suggested text to share via Facebook or blogs:

Apprenticeships have changed. It's certainly worth finding out more when there are up to 28,000 vacancies online at any time, in sectors ranging from nuclear to fashion, and from banking to defence. Some employers even fund degrees for their apprentices. Visit www.getingofar.gov.uk for useful information and advice.

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Twitter

Twitter is a fantastic way of sharing news, links, pictures of any events and videos, and for discussing the importance of the **Get In Go Far** campaign. Here are some suggested tweets for you:

Parents

- My daughter gets to earn while she learns on her #apprenticeship. Find yours: <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- Your child can get a degree with an #apprenticeship so they get to earn & learn <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- An apprenticeship can lead to a great career. If I could start again I'd do one! <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar

Teachers

- My former students who did #apprenticeships now have great careers. More info: <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- Did you know your students/kids could get a degree by doing an #apprenticeship? <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- There are #apprenticeships available in really interesting & impressive careers <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- I'm recommending some amazing #apprenticeships to my students: <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar

Bring your tweets to life by including any images or videos

Facebook

- 'Like' our page www.facebook.com/apprenticeships/
- Share the page with your networks and encourage others to 'like' the page
- Post updates on apprenticeships
- Share our news and updates

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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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