

Apprenticeships Toolkit for Youth Organisations

#GetInGoFar

We want your support for our **Get In Go Far** advertising campaign for apprenticeships.

Did you know that apprenticeships are a fantastic way for young people to get into the career they want? Here are the facts:

- Apprenticeships offer real, hands-on experience to earn while you learn
- There is something to suit everyone: apprenticeships are available in more than 1,500 job roles from nuclear to fashion, from banking to defence. There are up to 28,000 vacancies online at any time <https://www.gov.uk/apply-apprenticeship>.
- You can learn at your own pace depending on your own skills and qualifications. Apprenticeships are split into three levels: Intermediate, advanced and higher
- There are also over 45 higher apprenticeships in England where young people can study up to degree level.

The **Get In Go Far** campaign 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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**GET IN
GO FAR**
APPRENTICESHIPS

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. The campaign will later focus on the benefits of traineeships and work experience.

Apprenticeships are for everyone, so we would welcome your involvement in supporting the campaign.

Here are some ideas for how you can get involved:

- 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 your 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;
- Signpost your followers to the new Apprenticeships **Get In Go Far** campaign site: www.getingofar.gov.uk for useful information and advice;
- Write a blog about apprenticeships. Maybe research different apprenticeships online or attend an employer open day and write about it. We've included one idea on page 3;
- Share any interesting stories about apprenticeships with your friends. Invite employers or apprentices to speak at your youth club, scout group or sports club.

Suggested tweets:

Working for a great company might be easier than you think with apprenticeships

- <http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- You can earn money and get a degree at the same time with an apprenticeship!
<http://bit.ly/GetInGoFarApprenticeships> #GetInGoFar
- Start your dream career and #GetInGoFar with an #apprenticeship. Find out more here:
<http://bit.ly/GetInGoFarApprenticeships>

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Facebook:

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

Blog idea – 5 reasons why you should consider becoming an apprentice:

- 1 Get into a great company and get your career going straight away
- 2 Learn from real industry experts and make a difference with your employer
- 3 Manage your career, learning at a pace that suits you with support from a mentor who knows you
- 4 Get the chance to study for a degree but earn while you learn
- 5 Reach the top. One in five companies in England has a former apprentice at board level

You can find out more by visiting www.getingofar.gov.uk. Join the #GetInGoFar conversation on Twitter by following @apprenticeships

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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