



Social media toolkit – Youth Work Week 2025

Get involved in Youth Work Week 2025 by sharing how youth work helps build brighter futures. Encourage young people to create and share content that shows what a safe space means to them, how youth work supports their growth, and what their vision for the future looks like.

Share photos or videos from your youth work activities on social media, including any special events, or creative sessions you have developed around the theme.

If possible, use the 'We're participating' or 'We're supporting' social media frames to show your involvement. These can be overlaid on your photos using tools like Canva or Photoshop.

Print and display the 'We're participating' and 'We're supporting' graphics in your photos. Share your pictures using the hashtags #YWW25 and #YouthWorkWeek and we'll repost our favourites!

Template Social Post 1

🌟 Youth Work Week 2025 theme is here! Building Brighter Futures: Safe places, trusted support and opportunities to thrive

We're celebrating Youth Work Week by showcasing what safe and inclusive spaces means for [*insert name of your club/provision*]. We provide access to fun activities, social opportunities and a chance for young people to explore their identity and values. We're proud of all the young people we work with and excited about providing them with the support they need to work towards their brighter future.

This Youth Work Week we're shining a light on the people and places building brighter futures for young people every day 🌟

📣 #YouthWorkWeek and #YWW25 #YouthWorkMatters #BuildingBrighterFutures

🔗 Learn more: www.nya.org.uk/yww25

Template Social Post 2

🌟 Gearing up for Youth Work Week 2025! Building Brighter Futures: Safe places, trusted support and opportunities to thrive

We're celebrating Youth Work Week this year by shining a light on the transformational power of youth work and what this means to our young people at [*insert name of your club/provision*]. For us, it's all about creating an environment where young people feel heard, respected and free to be themselves. Through trusted relationships we empower them to grow in confidence and feel a sense of belonging.

We're constantly inspired by young people's resilience and passion and we're committed to walking alongside them on their journey towards a brighter future. 🌟

📢 #YouthWorkWeek and #YWW25 #YouthWorkMatters #BuildingBrighterFutures

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Template Social post 3:

🌟 Preparing to celebrate Youth Work Week 2025! Building Brighter Futures: Safe places, trusted support and opportunities to thrive

Across the country, Youth Work Week is a time to recognise the vital role youth workers and the safe spaces we create play in young people's lives, and here at [*insert name of your club/provision*] we're proud to offer an inclusive, welcoming environment where young people feel valued, supported and empowered to be themselves.

Youth work is about providing our young people with opportunities for connection, personal growth, and using their voice and we're proud of everything they achieve using these building blocks for a brighter future. 🌟

📢 #YouthWorkWeek and #YWW25 #YouthWorkMatters #BuildingBrighterFutures

🔗 Learn more: www.nya.org.uk/yww25