



Campaign Guidance

Join us in celebrating Youth Work Week 2025

Youth Work Week is an annual celebration of the impact of youth work on young people's lives. The 2025 theme, **Building Brighter Futures: Safe places, trusted support and opportunities to thrive**, highlights the essential role youth work plays in creating environments where young people feel secure, supported and empowered to reach their potential.

This year's theme for Youth Work Week (3–9 November 2025) is an invitation for all those involved in the design or delivery of youth work, as well as young people themselves, to demonstrate how youth work helps build brighter futures.

The campaign provides an opportunity to show how your youth provision goes the extra mile to be inclusive, accessible and life-changing for all. We're also inviting anyone who's benefited from youth work to get behind the campaign by sharing how the support they received has helped unlock their talent or enabled them to take control of their destiny.

Join the national celebration by working with your young people to share on social media how the support of their youth worker or club has helped them unlock their potential and carve out a brighter future.

Ways to get involved

There are many ways to take part in Youth Work Week 2025. The campaign encourages the creation and sharing of content that reflects the theme of Building Brighter Futures. This could include:

- Sharing stories and experiences on social media using the hashtags **#YouthWorkWeek** and **#YWW25**

- Creating videos, artwork or poems that explore what a brighter future means to your young people and how your youth work offer has helped them
- Creating content that shows what a **safe space looks like to you**. This could be a written message, a drawing, a spoken word piece, a poem, a video or a photo series that captures how youth work helps create spaces where you feel safe, accepted, and able to be yourself
- Hosting or attending **events**, whether in local communities or online, to celebrate the impact of youth work
- Using campaign-branded templates and resources to **amplify messages and activities about the importance of the safe spaces, trusted support and opportunities to thrive which youth work offers**

Vision for the Future gallery

A new feature for 2025 is the **Vision for the Future gallery** on the NYA's Youth Work Week page. This digital showcase will highlight the voices, creativity and aspirations of all those involved in youth work.

To be featured:

- Submit **creative content** such as artwork, poems, or written reflections on how you see the future of your youth work provision or club
- Show what a **brighter future** or a **safe space** means to you, and how youth work supports that vision
- Use the campaign hashtags when sharing content on social media

YWW templates and resources

Visit the Youth Work Week webpage to access:

- artwork assets for your event posters and flyers
- social media guidance and templates
- a template press release
- a draft letter to your MP

Stay Connected

For updates and resources visit www.nya.org.uk/yww25

Join the conversation on social media using **#YouthWorkWeek** and **#YWW25**

Let's come together to celebrate the power of youth work and the brighter futures it helps build.