

Maddie's Day – Friday 20th September 2024

Contents

- Overview of 'Going Yellow' for Maddie's Day
- Social Media platforms and tags
- Example social media posts

'Going Yellow'

Following a successful campaign last year, Construction Youth Trust, and organisations across the building materials sector and wider construction and built environment industry, will be changing their branding across all their social media platforms on Friday 20th September for Maddie's Day.

The Maddie Rose Campaign was set up in 2021 in celebration of the life of Maddie Rose, an inspirational young woman who was dedicated to showcasing the aspirational careers available in the sector she cared for so passionately.

The campaign's aim is to draw attention to the incredible careers available in the supplier and merchanting sector and help inspire diverse young talent discover rewarding careers that enable them to reach their full potential.

In partnership with Construction Youth Trust and organisations across the supplier and merchanting sector, the Maddie Rose Campaign has developed two new school engagement sessions. The Hidden Careers in the Supplier and Merchanting Sector session is aimed at shining a spotlight on the diverse range of roles in the sector, and the Negotiation Skills session explores the skills used in hidden construction and built environment careers and taps into the world of business, selling and money!

Maddie's Day is a fantastic opportunity to showcase all the incredible work the campaign has achieved so far, as well as spread awareness of the cause and how people can get involved.

In this document, you will find a selection of suggested social media posts for you to share on your platforms in the build-up to 20th September. Please amend them to best suit your business' messaging.

You will also be able to find more information and content on the Maddie Rose Campaign website, www.maddierosecampaign.org.uk.

We hope this will provide helpful guidance on how to get involved and show your support to the campaign and enable us to make another success of Maddie's Day!

Social Media Posts, August– September 2024

Follow us on social media:

- LinkedIn: Construction Youth Trust
- X (formerly Twitter): @ConstructionYT
- Instagram: @constructionyouthtrust
- Facebook: @constructionyouthtrust
- Hashtags: #MaddieRoseCampaign2024 #buildersmerchants #buildingmaterials

Example 1. 'Going Yellow' Social Media Post

We're going yellow for Maddie's Day!

On Friday 20th September we will be going yellow for Maddie's Day to show our support for the Maddie Rose Campaign. The campaign was set up in 2021 in celebration of the life and work of Maddie Rose, an inspirational woman who was dedicated to showcasing aspirational careers available in the sector she cared for so passionately.

We're asking you, and many others in the supplier and merchanting sector and the wider construction industry, to join us in raising awareness of the Maddie Rose Campaign by adopting the logo and yellow branding on your social media platforms for the day on 20th September.

Since the campaign began, over £155, 000 has been raised to date. The campaign has helped raise awareness of the fantastic array of careers available in the supplier and merchanting sector and inspire diverse young talent to discover rewarding careers that enable them to fulfil their full potential.

By going yellow on 20th September, you will not only be helping keep Maddie Rose's legacy alive but are helping support so many other passionate young people like Maddie on their journey to entering the industry.

Stay tuned over the coming weeks as we will be posting updates and more information about how you can get involved on 20th September for Maddie's Day.

Example 2. 'Reminder' for Maddie's Day Social Media Post

It's one month until Maddie's Day!

With only one month to go until Maddie's Day on 20th September, we wanted to send out a reminder of the ways in which to get involved and raise awareness!

- 1. Download the Communications Pack.** You can find all the information you need in the Communications Pack, including branding, logos and example social media posts for you to share in the run-up to Maddie's Day on 20th September!
- 2. Share!** We want to spread awareness of the campaign as much as we can, so please share with your networks and encourage them to get involved and show their support on the day.
- 3. Going yellow!** On Maddie's Day, we are asking organisations to change their branding across all social media platforms to the colour yellow and adopt the Maddie Rose Campaign logo for the day, so show their support.

You can find out more information about the Maddie Rose Campaign [here](#) or contact Sarah Forrest (sarah.forrest@constructionyouth.org.uk) or jamie@agency53.co.uk for more information.

Example 3. Newsletter

Maddie's Day – 20th September 2024

In support of Maddie's Day, we will be turning our branding yellow and/or adopting the Maddie Rose Campaign logo across all our social media platforms on 20th September. We will be joining others across the supplier and merchanting sector, and the wider construction industry, in the hope we are able to raise awareness for this inspirational cause.

It would mean so much if you joined us and changed your individual social media platforms to reflect the branding of the campaign too!

To find out more, you can visit the Maddie Rose Campaign website and download the Maddie Rose Campaign communications pack, which includes all the information you need about how to get involved.

Visit: <https://www.maddierosecampaign.org.uk/resources/>

Example 4. Donate to the Maddie Rose Campaign Social Media Post

Show your support for the young generation and donate to the Maddie Rose Campaign

The Maddie Rose Campaign aims to shine a spotlight on the incredible careers available in the supplier and merchanting sector and inspire and enable young diverse talent to fulfil their full career potential.

Since the campaign launched it has raised over £155,000. If you would like to support the campaign by donating, you can do so through its JustGiving page [here](#).

Your generosity enables Construction Youth Trust to continue its remarkable work inspiring young people to pursue career opportunities in the supplier and merchanting sector.

Thank you for your support.