

Maddie Rose Day – 22nd September 2023

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'Going Yellow'

Following a successful campaign last year, Construction Youth Trust and organisations across the Supplier and Merchanting sector and wider Construction and Built Environment industry, will be changing their branding across all their social media platforms on the 22nd of September for Maddie Rose Day.

The campaign was set up in 2022 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 Maddie Rose 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, the Supplier and Merchanting sector have developed a new Negotiation Skills school engagement session for this year. The session explores the skills used in hidden Construction and Built Environment careers and taps into the world of business, selling and money!

Maddie Rose 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 an overview of the social media and communications plan proposed by Construction Youth Trust between now and Maddie Rose Day in September. This includes a selection of suggested social media posts for you to share on your platforms in the build up to the 22nd of September. You will also find draft emails, draft content for newsletters and template examples of social media posts in the appendices. Please amend them to best suit your organisation's messaging.

You will also be able to find more information and content on the Maddie Rose Website, www.MaddieRoseCampaign.org.uk which will be launched July 2023. Please see www.constructionyouth.org.uk/maddie-rose-campaign/maddie-rose-campaign for more updates in the meantime.

We hope this plan will give clear guidance on how to get involved and show your support to the campaign and enable us to make another success of Maddie Rose Day!

Social Media and Communications Plan, August– September 2023

Follow us on social media:

- LinkedIn: Construction Youth Trust
- Twitter: @ConstructionYT
- Instagram: @constructionyouthtrust
- Facebook: @constructionyouthtrust
- Hashtags: #MaddieRoseCampaign2023 and #NegotiationSkills

Date	CYT comms	Suggested comms
August		
w/c 7 th	Social Media: <ul style="list-style-type: none"> • #NegotiationSkills post sharing industry contact tips. 	Social Media: <ul style="list-style-type: none"> • Share Negotiation Skills example post. • See Appendix 5
w/c 14 th	Social Media: <ul style="list-style-type: none"> • #NegotiationSkills post sharing industry contact tips. 	Social Media: <ul style="list-style-type: none"> • Negotiation Skills post asking people to share their #negotiationskills tips. • See Appendix 5
w/c 21 st	Social Media: <ul style="list-style-type: none"> • 1 month until Maddie's Day. Reminder of what we are asking industry to do on 22nd September and share last year's photos as inspiration on how people can fundraise. Comms: <ul style="list-style-type: none"> • CYT campaign email follow-up. 	Social Media: <ul style="list-style-type: none"> • Reshare and/or like CYT's post. • Share example one month reminder post. • See Appendix 2.2 Comms: <ul style="list-style-type: none"> • Include suggested reminder in organisational communications e.g. newsletter, magazines, emails. • See Appendix 3
w/c 28 th	Social Media: <ul style="list-style-type: none"> • #NegotiationSkills post sharing industry contact tips. 	Social Media: <ul style="list-style-type: none"> • Negotiation Skills post asking people to share their #negotiationskills tips. • See Appendix 5
September		

w/c 4 th	<p>Social Media:</p> <ul style="list-style-type: none"> Maddie's Day is this month! Post reminder about what we're doing, why we're doing it and how to show support on the day. #NegotiationSkills post <p>Comms:</p> <ul style="list-style-type: none"> Reminder email highlighting its Maddie's Day this month, reminder on what to expect on the day and how to get involved. 	<p>Social Media:</p> <ul style="list-style-type: none"> Reshare CYT's post Share example post introducing Maddie's Day and remind people how to get involved on the day. See Appendix 1 and 2 <p>Comms:</p> <ul style="list-style-type: none"> Include reminder in organisational communications See Appendix 3
w/c 11 th	<p>Social Media:</p> <ul style="list-style-type: none"> Maddie's Day next week! Fundraising round-up so far - share last year's photos as inspiration on how people can fundraise. Reminder about how to support on the day. 	<p>Social Media:</p> <ul style="list-style-type: none"> Reminder on how to get involved and how to donate See Appendix 4
w/c 18 th <u>22nd – Maddie Rose Day</u>	<p>Social Media:</p> <ul style="list-style-type: none"> Post on 18th, 19th and 20th in build-up. 22nd: Today is Maddie's Day - post on why we're doing it and what today is about, thanks to everyone getting involved, reminder on how to donate. Link to resource pack on website. <p>Comms:</p> <ul style="list-style-type: none"> CYT reminder email sent out in morning outlining what we're looking out for today, how to use #hashtags, what we want. 	<p>Social Media:</p> <ul style="list-style-type: none"> Change social media profile to Maddie Rose Campaign logo and make branding yellow. Announce negotiation skills resource pack and link to it on the website. <p>Comms:</p> <ul style="list-style-type: none"> Reminder email to organisation outlining what we're looking for, what we want, how to use #hashtags.
w/c 25 th	<p>Social Media:</p> <ul style="list-style-type: none"> Round up of successes and achievements of campaign e.g. We received support from X amount of partners, raised X amount of donations. <p>Comms:</p> <ul style="list-style-type: none"> Campaign email round-up highlighting the successes of Maddie Rose Campaign. 	<p>Social Media:</p> <ul style="list-style-type: none"> Reshare CYT's post. <p>Comms:</p> <ul style="list-style-type: none"> Round-up in organisational communications e.g. newsletter, outlining successes of campaign. Draft to follow nearer the time.

Appendices

1. Draft Email to send to networks.

Subject Line: Maddie Rose Day – 22nd September 2023 – Communications Pack and information about the day.

Dear X,

We are reaching out to invite you to support the Maddie Rose Campaign, and specifically ask for your involvement on Maddie's Day on the **22nd of September 2023**.

The Maddie Rose Campaign aims to inspire diverse young talent to discover the range of incredible and rewarding careers available in the Supplier and Merchanting sector and enable them to reach their full potential. You can find out more about the campaign on our website [here](#)

To play our part in this, we are asking you to join us, alongside many other organisations in the Supplier and Merchanting sector and the wider construction industry, to show your support for this campaign by adopting the Maddie Rose Campaign logo and brand colour of yellow on your social media platforms for the day on the 22nd of September.

Following a successful campaign last year, we hope by populating our social media platforms with the Maddie Rose Campaign logo and brand colours again this year, we will continue to raise awareness of the campaign and encourage people to donate, share their Negotiation Skills and spark inspiration for people to research different careers in the sector.

You will find a Communications Pack attached to this email put together by the Construction Youth Trust team, outlining a comms plan between now and September of suggested content you can post in the lead up to Maddie's Day.

By supporting the Maddie Rose Campaign, you are helping keep alive the legacy of Maddie Rose, an inspirational woman who was dedicated to showcasing the aspirational careers available in the sector, and also helping inspire passionate young people like Maddie enter the industry.

If you have any further queries, please contact Construction Youth Trust's Marketing and Communications Coordinator, Freya Higgs (Freya.higgs@constructionyouth.org.uk) who will be happy to help.

Kind regards,

X

2. Example 'Going Yellow' Social Media Post

We're going yellow for Maddie Rose Day!

On the 22nd of September we will be going yellow for Maddie's Day to show our support for the cause. The campaign was set up in 2022 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 the 22nd of September.

Since the campaign began, an incredible £119, 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 the 22nd of 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 months as we will be posting updates and more information about how you can get involved on the 22nd of September for Maddie Rose Day.

2.2 Example 'Reminder' for Maddie Rose Day Social Media Post

It's 1 month until Maddie Rose Day!

With only one month to go until Maddie Rose Day, we wanted to send out a reminder of our plan for the 22nd of September and the ways in which to get involved and raise awareness!

- 1. Download the Communications Pack.** You can find all the information you need in our Communications Pack, including branding, logos and example social media posts for you to share in the run-up to Maddie Rose Day on the 22nd of 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 Rose Day, we are asking you to change your branding across all social media platforms to the colour yellow and adopt the Maddie Rose Campaign logo for the day.

You can find out more information about the Maddie Rose Campaign [here](#) or contact Freya Higgs (Freya.higgs@constructionyouth.org.uk) for more information.

3. Newsletter

Maddie Rose Day – 22nd of September 2023

In support of Maddie Rose Day, we will be turning our branding yellow and/or adopting the Maddie Rose Campaign logo across all our social media platforms on the 22nd of 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 Construction Youth Trust's website and download the Maddie Rose Campaign Media pack, which includes all the information you need about how to get involved.

Visit: www.constructionyouth.org.uk

4. Donate to the Maddie Rose Campaign Social Media Post

The Maddie Rose Campaign aims to shine a spotlight on the incredible careers available in the Supplier and Merchanting sector and inspire young diverse talent discover these in order to fulfil their full potential.

Since the campaign launched we have raised an incredible £119,000. If you would like to support the campaign by donating, you can do so through our JustGiving page [here](#)

Your generosity enables Construction Youth Trust to continue their remarkable work inspiring young people to pursue career opportunities in the Supplier and Merchanting sector.

5. Negotiation Skills Social Media Post

In partnership with Construction Youth Trust, the Supplier and Merchanting sector have developed a brand new Negotiation Skills school engagement session which aims to explore the skills used in hidden construction and built environment careers and taps into the world of business, selling and money!

This session is designed to support students explore the different modes of negotiation and understand how they naturally use negotiation in their day to day lives before putting their skills into practice in the workplace.

If you work in the Supplier and Merchanting sector, Construction Youth Trust would love to hear your top tips for negotiating in the workplace. Between now and September, we're

encouraging people to use the #NegotiationsSkills hashtag to share their tips and negotiation advice, so please get posting!