

Maddie's Day – 22nd September 2022

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'Going Yellow'

On the 22nd of September, Construction Youth Trust and organisations across the supplier and merchanting sector, as well as the wider built environment and construction industry, will be changing their branding across social media to the colour yellow and/ or, adopting the Maddie Rose Campaign logo to raise awareness of Maddie's Day.

The Maddie Rose Campaign was set up in the memory and 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.

Through the Maddie Rose Campaign we aim to shine a spotlight on the incredible careers and opportunities available in the supplier and merchanting sector and inspire diverse young talent to discover rewarding careers that enable them to achieve their full potential.

In partnership with Construction Youth Trust, the supplier and merchanting sector have also developed a Hidden Careers programme, aiming to create a blueprint that can be used to inspire and support young people to access the opportunities the sector has available.

Maddie's Day is a fantastic opportunity to showcase the work we have done so far, and further promote opportunities of how you can get involved in the campaign.

In this document you will find an overview of the social media and communications plan between now and Maddie's Day in September, including a range of suggested posts for your organisation to use in the build up to, and on Maddie's Day. You will find draft emails, draft content for newsletters and examples of social media posts in the appendices of this document. Please amend them to best suit your organisations messaging.

We will also make available two additional resource packs for your use:

- [Maddie Rose Campaign Media pack](#)
- Hidden Careers session pack – to come in September.

We hope this guide will enable us to make a success of Maddie Rose Day, as well as the wider Maddie Rose Campaign!

Social Media and Communications Plan, July-September 2022

Follow us on social media:

- Twitter @ConstructionYT
- Facebook @constructionyouthtrust
- LinkedIn Construction Youth Trust
- Instagram @constructionyouthtrust
- Hash tags #maddierosecampaign and #hiddencareers

Maddie's Day	Social Media	Comms
July		
w/c 4 th	CYT posts: <ul style="list-style-type: none"> • Showcase Hidden Career session held this week and introduce the idea of Hidden Careers session and link to Maddie Rose Campaign Suggested posts: <ul style="list-style-type: none"> • Reshare CYT's post. 	CYT comms: Suggested comms:
w/c 11 th	CYT posts: <ul style="list-style-type: none"> • Introducing Maddie's Day and going yellow concept. • Showcase Hidden Careers session. Suggested posts: <ul style="list-style-type: none"> • See Appendix 2 	CYT comms: Suggested comms:
w/c 25 th	CYT posts: <ul style="list-style-type: none"> • Introducing Maddie's Day and going yellow concept. Suggested posts: <ul style="list-style-type: none"> • See Appendix 2 	CYT comms: <ul style="list-style-type: none"> • CYT General Newsletter to include introduction to Maddie's Day and concept of going yellow. Suggested comms: <ul style="list-style-type: none"> • Inclusion in organisational communications e.g., Newsletters, magazines. • See Appendix 3.
August		
w/c 1 st	CYT posts: <ul style="list-style-type: none"> • Update on fundraising total and call for donations. Suggested posts: <ul style="list-style-type: none"> • See Appendix 4. 	CYT comms: Shout out to Hidden Careers volunteers to send in Hidden Careers stories Suggested comms:

w/c 8 th	CYT posts: <ul style="list-style-type: none"> Hidden Careers post asking people to share their #hiddencareers journey. Suggested posts: <ul style="list-style-type: none"> See Appendix 5. 	CYT comms: Suggested comms:
w/c 15 th	CYT posts: <ul style="list-style-type: none"> Hidden Careers post asking people to share their #hiddencareers journey. Suggested posts: <ul style="list-style-type: none"> Hidden Careers post asking people to share their #hiddencareers journey. See Appendix 5. 	CYT comms: Suggested comms:
22 nd	CYT posts: <ul style="list-style-type: none"> 1 month until Maddie's Day. Reminder of what we are asking industry to do on 22nd September. Suggested posts: <ul style="list-style-type: none"> Option to share CYT post. See Appendix 2.2 	CYT comms: <ul style="list-style-type: none"> CYT General Newsletter reminder. Suggested comms: <ul style="list-style-type: none"> Inclusion in organisational communications e.g., Newsletters, magazines. See Appendix 3.
w/c 29 th	CYT posts: <ul style="list-style-type: none"> Hidden Careers post asking people to share their #hiddencareers journey. Suggested posts: <ul style="list-style-type: none"> Hidden Careers post asking people to share their #hiddencareers journey. See Appendix 5. 	CYT comms: Suggested comms:
September		
w/c 5 th	CYT posts: <ul style="list-style-type: none"> Maddie's Day is this month! Post about reminder about what we're 	CYT comms: <ul style="list-style-type: none"> x1 email with a reminder it's Maddie's Day this month and information reminding

	<p>doing and why we're doing it. Also, a #hiddencareers post.</p> <p>Suggested posts:</p> <ul style="list-style-type: none"> Option to share CYT post and Appendix 1 and 2. 	<p>people of what we want to do, what to expect</p> <p>Suggested comms:</p> <ul style="list-style-type: none"> Inclusion in newsletter. See Appendix 3.
w/c 12 th	<p>CYT posts:</p> <ul style="list-style-type: none"> Fundraising post. Maddie's Day next week! <p>Suggested posts:</p> <ul style="list-style-type: none"> See Appendix 4. 	<p>CYT comms:</p> <p>Suggested comms:</p>
w/c 19 th 22 nd – Maddie Rose Day	<p>CYT posts:</p> <ul style="list-style-type: none"> Post on 19th, 20th, 21st in build-up. <p>Suggested posts:</p> <ul style="list-style-type: none"> Change social media branding to Maddie Rose Campaign logo or make branding yellow. Announce Hidden Careers Session pack. Draft posts to follow nearer the time. 	<p>CYT comms:</p> <ul style="list-style-type: none"> x1 email in the morning to say what to look out for during the day, reminder of what we want, how to use #hashtags. <p>Suggested comms:</p> <ul style="list-style-type: none"> x1 email in the morning to say what to look out for during the day, reminder of what we want, how to use #hashtags. Draft email to follow nearer the time
w/c 26 th	<p>CYT posts:</p> <ul style="list-style-type: none"> Round up of success and achievements of Maddie's Day e.g., support from X numbers of partners, update on <p>Suggested posts:</p> <ul style="list-style-type: none"> Share CYT post. 	<p>CYT comms:</p> <ul style="list-style-type: none"> CYT Special Newsletter Highlighting Work of Maddie Rose Campaign, achievements of Maddie's Day. <p>Suggested comms:</p> <ul style="list-style-type: none"> Newsletter round up and fundraising call out. Draft to follow.

Appendices

1. Draft Email to send to networks

Subject line: Maddie's Day – 22nd September 2022. Communications Pack and information about the day.

Dear X,

We hope you are well today! We are getting in touch to invite you to support the Maddie Rose Campaign and, specifically Maddie's Day on the **22nd of September**.

On the 22nd of September, we are asking you to join us, along with those across the supplier and merchanting sector, as well as the wider construction industry, and charity Construction Youth Trust, in turning your branding across social media channels yellow, and / or adopting the Maddie Rose Campaign logo for the day.

The Maddie Rose Campaign aims to shine a spotlight on the incredible careers and opportunities available in the supplier and merchanting sector and inspire diverse young talent to discover rewarding careers that enable them to achieve their full potential. You can find out more about the Maddie Rose Campaign [here](#).

By flooding social media with the Maddie Rose Campaign logo and branding colours on Maddie's Day, we hope that we will raise awareness of the campaign and encourage people to donate, host their own Hidden Careers sessions and feel inspired to find out more about careers in the supplier and merchanting sector.

Attached to this email you will find a Communications Pack put together by the Construction Youth Trust team, including a suggested comms plan for between now and September, with suggested content you can adapt and links to a Maddie Rose Campaign Media pack. We will be launching the Hidden Careers session pack shortly before the 22nd of September.

Please share far and wide, as by supporting the Maddie Rose Campaign you are not only helping to keep Maddie's legacy alive but are also helping to inspire many other passionate young people like Maddie on their journey into the industry.

If you require any further details, please contact Construction Youth Trust's Marketing and Communications Manager, Katie Randall (katie.randall@constructionyouth.org.uk) who will be happy to assist.

Warm regards,

2. LinkedIn – Example ‘Going Yellow’ Post

We’re going yellow!

On the 22nd of September we are going yellow for Maddie’s Day, as part of The Maddie Rose Campaign. The campaign was set up in the memory and celebration of the life and work of Maddie Rose, an inspirational young woman who was dedicated to showcasing the aspirational careers available in the sector she cared for so passionately.

We’re asking you to join us, and others across the supplier and merchanting sector, and the wider construction industry, to help us raise awareness of The Maddie Rose Campaign - by turning branding across your social media channels yellow and/ or adopting the Maddie Rose Campaign logo.

The Maddie Rose Campaign has helped to shine a spotlight on the incredible careers and opportunities available in the supplier and merchanting sector and inspire diverse young talent to discover rewarding careers that enable them to achieve their full potential. The campaign has also raised an incredible amount of over £55,000 so far.

By going yellow next month, you’re not only helping to keep Maddie’s legacy alive but are helping many other passionate young people like Maddie on their journey into the industry.

Keep an eye out over the coming months as we will be posting to let you know how you can get involved with Maddie’s Day and the wider campaign.

2.2. LinkedIn – Example ‘Reminder’ Post for Maddie’s Day

It’s 1 month until Maddie’s Day!

With only 1 month until Maddie’s Day, we wanted to re-share our plan for 22nd of September and how you can get involved in spreading awareness of the campaign!

- 1. Download the Communications pack.** You’ll find all the information you need, including branding, logos and suggested social media posts for you to use in the run-up to the 22nd of September.
- 2. Share, share, share.** We want the message of the Maddie Rose Campaign to reach as many people as possible, so please share with your networks and encourage them to join us in their support on 22nd of September.
- 3. Going yellow!** On the 22nd of September, Maddie’s Day, we are asking you to change your branding across social media to the colour yellow and/ or the Maddie Rose Campaign logo. You’ll be joining us and those across the supplier and merchanting industry to raise awareness of a truly inspirational campaign.

You can find more information about the Maddie Rose Campaign [here](#) and contact Katie Randall (katie.randall@constructionyouth.org.uk) for further information about Maddie’s Day.

3. Newsletter

Maddie's Day – 22nd September

On the 22nd of September, in support of Maddie's Day, we will be turning [our branding yellow / adopting the Maddie Rose Campaign logo] across our social channels. We will be joining others across the supplier and merchanting sector, and wider construction industry in the hope that we are able to turn the industry's social feeds yellow.

We would love it if you were to also change your individual social media logos to reflect the campaign too!

You can download the Maddie Rose Campaign Media pack from the Construction Youth Trust website which includes all the information you need to join in on the 22nd of September and find out more about the campaign.

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 and opportunities available in the supplier and merchanting sector and inspire diverse young talent to discover rewarding careers that enable them to achieve their full potential.

Since launching in April, the campaign has raised an incredible amount of over £55,000. If you would like to support the campaign by donating, you can do so via our JustGiving page. Click [here](#) to donate.

Your generous support enables Construction Youth Trust to continue the fantastic work, inspiring young people to pursue careers in the supplier and merchanting sector.

5. Hidden Careers Journey - Social Media Post

In partnership with Construction Youth Trust, the supplier and merchanting sector have developed a programme of Hidden Careers sessions, aiming to create a blueprint that can be used to inspire and support young people to access the opportunities previously unknown to them.

If you work in the supplier and merchanting sector, Construction Youth Trust would love to hear your journey and how you found your way into the sector. We're encouraging people between now and September to use the #hiddencareers to share their stories, so get posting.