

Together **we** **can** make a difference...

Research and experience tell us it can be difficult for young people to understand the importance of getting work experience. Qualifications alone can't always clinch that job, but work experience can help.

Key campaign messages

Work experience matters to recruiters and employers:

- **57%** of employers cite a lack of soft skills on a young person's CV as the reason they don't get the job.
- **76%** of employers say lack of work experience is the reason young people are unprepared for work.
- **Any work-related experience can be good experience** - even if it's not what you want to do long term.
- A week or fortnight in a care or admin role (for example) can help a young person to **evidence their soft skills** such as timekeeping, initiative, teamwork, organisational skills and communication to name a few.

Please see over for practical ways to support the campaign.



In partnership with:



Follow us on...

Tumblr: workexperiencecan.tumblr.com

Twitter: @WEcan / #WEcan





We would like you to...

- Support the campaign on Twitter using **#WEcan**. Share your own work experience messages/content and retweet others.
- Share a link to our **Tumblr** hub through any of your channels that reach 16-24 year olds.
- Follow our new **@WEcan** Twitter account and promote through your channels.

In this pack, you will find...

- Infographics you can use in your social channels.
- Ready-made banner ads to use on your website.
- Other digital assets that you can use to show your backing for the campaign.
- Some ideas for content you can create quickly and easily.
- A list of current campaign partners to connect with.

Ways to help...

- 1** Do you have a regular e-shot, newsletter or website that talks to 16-24 year olds? If so please include a link to our **Tumblr** hub and signpost to our twitter feed **@WEcan**.
 - 2** Could your HR manager or someone on a work experience placement with you write a blog and share it with us?
 - 3** You can support the campaign by using **#WEcan** or signpost to our **Tumblr** hub and do the following:
 - Encourage anyone who is on work experience in your organisation to tweet about what they've learned.
 - Share stories about your own first work experience on Twitter.
 - Signpost your members or followers to our **Tumblr** hub.
 - Share your top tips for finding work experience or preparing for work.
 - Showcase your own company's commitment to providing work experience.
 - Share your advice for other employers about the benefits of hosting work experience placements.
- Retweet **#WEcan** posts.



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