

How you can get involved and support

The theme for the 12th annual National Apprenticeship Week is: “Blaze a Trail”. Through this year’s theme, we want to showcase and celebrate how apprentices bring new energy and passion into organisations. Our aim is to shine the spotlight on apprenticeships as a great path for people at any stage of their career; from those starting out, to those re-entering the workforce, or those wanting to reskill or change careers – in whatever industry they may be in!

We’d love your support during The Week, to showcase the great work you’re doing with apprentices, and how your business has benefited. Here are some ways you can get involved:

1 Show your support on social – let’s create a digital movement

Use our specially designed photo filter

What?

We’ve designed a special themed photo filter, for you to have as a badge of honour during The Week.

How?

It’ll be easy – we promise! You’ll just need to upload your chosen profile picture to our website, then download it with the filter. You can then share across your social channels and use as your profile or network profile picture! When you post it, please use the hashtags #NAW2019 and #BlazeATrail. We’re encouraging apprentices to do the same – please do help us promote this.

Show your love for apprenticeships on Instagram

What?

We’ve created a motion graphic for you to post on Instagram – please do this on Monday 4 March, to kick the week off with a bang! A heart shape made of ‘Fire It Up’ sparks, to convey the vibrancy, passion, and energy of apprentices. When one of your followers clicks to ‘like it’, the white Instagram heart will fill the space. Let’s create a digital movement!

How?

Simply upload the graphic from our [NAW page on GOV.UK](#) to your Instagram account, with the hashtags as above – and a short line on why you’re supporting National Apprenticeship Week.

Don’t forget to take a look at the [events map](#) to find more information about events happening near you. If you would like your event to appear on our map, or know of one that isn’t included and should be on there, please complete our [event submission form](#).

Thank you – if you have any questions in the meantime or during the week itself, please do feel free to get in touch with us at the.week@education.gov.uk

NAW2019 Social Media – #NAW2019 and #BlazeATrail

2 Join – and help us spread the word about – The Big Assembly Monday 4 March, 10.30am

What?

Share information about The Big Assembly with your networks – help us make it as BIG as possible! This live video stream will be broadcast to thousands of students across the UK wanting to find out what an apprenticeship could mean for them. The apprentices taking part in The Big Assembly 2019 will explain how to apply for an apprenticeship and what the process is like, what it’s like to be an apprentice and what career prospects might be available at the end of the apprenticeship.

How?

Include details in your newsletters, post about it on your social channels, pin it to your noticeboards – and tell your friends! Please make sure to include a link to [this webpage](#), which has more information, a countdown to the day – and the registration details.

3 Encourage your networks to take part in #askanapprentice day

What?

On the Wednesday (6 March) of The Week, we will be working with employers to co-ordinate an ‘ask an apprentice day’ – encouraging them to allow their apprentices to take to their company Twitter feeds to answer questions from anyone who may be considering an apprenticeship.

How?

Same again! Please use all the channels available to you to encourage potential apprentices to get involved, to help answer questions, share their experiences, and inspire others.