Your guide to the UnexpectedMentor Campaign
Welcome to our campaign

We know that, through your strategic work with employers, schools, colleges and careers programme providers across the country, you are already making a huge difference. We want to support more young people by providing meaningful encounters with employers through access to mentors. This campaign has been launched to increase young people’s access to relatable mentors in England. We want to change the expectations of what a mentor is to ensure that young people always have an opportunity to work with experienced adults that can support and guide them in times when they need it most.

Enterprise Advisers, Enterprise Coordinators, Skills Leads and LEPs are uniquely placed to seek out and recruit relatable #UnexpectedMentor through this campaign and we thank you as our key partners for your support.

This toolkit contains comprehensive and easy-to-follow instructions for using all elements of the Unexpected Mentor campaign, from creative designs to suggested tweets and a guide to making the biggest impact with all of our partners across the Network. With your help, we can reach as many Unexpected Mentors as possible.
Our Objective

By 2020, our goal is to have 25,000 additional young people who are at risk of disengagement in high-quality, employer-led mentoring.

To achieve this goal, we are launching #UnexpectedMentor: a campaign to challenge current stereotypes around mentoring, and ultimately encourage more people to sign up to become mentors.

We have created a campaign to enable the mentoring community to speak with a collective voice and create a national dialogue around mentoring.

What to Expect on National Mentoring Day

We will launch our #UnexpectedMentor social media campaign on National Mentoring Day, 27 October. The campaign launch will continue for the following week, keeping mentoring front of mind for all potential Unexpected Mentors.

Our social media campaign will include visually-led ads on Facebook, targeting areas with the greatest need for mentors and those who have expressed an interest in mentoring. We will be live with Google AdWords, driving traffic to our www.UnexpectedMentor.co.uk landing page. This will allow us to capture those already interested in mentoring and point them in your direction.

We will also be live on Facebook, Instagram and Twitter with organic posts to ignite our current supporters and get them behind the #UnexpectedMentor campaign. They will be encouraged to share the campaign with their own networks and support the content you produce by reposting and engaging with conversations.

We will also be there to start conversations with potential mentors and their networks – we'd love you to get involved too.

The Background of the Campaign

In January 2016, the Government announced the launch of a national mentoring campaign that aims to connect a new generation of mentors to pre-GCSE teens at risk of disengaging and underperforming whilst at school.

The Careers & Enterprise Company were asked to provide a coordinating role in this ambitious and vital mission.

After conducting research into mentoring and the reasons behind why young people are disengaged from education, we found a recurring theme: for mentoring to be most effective, we need relatable role models who can build empathetic relationships.

Whilst there are exceptions, the current pool of mentors tend to come from similar backgrounds and a limited variety of professions. With this campaign we want to attract new types of people so that mentors are representative of the whole population.
Your Toolkit

We have designed this comprehensive toolkit to give you the ability to share the campaign messages across your networks, both professional and personal. We’ve included guidelines to ensure the messages are consistent across all channels and organisations.

We’re looking for your support to ensure that we reach as many Unexpected Mentors as possible in your community, please read through this toolkit and utilise the files attached to this document by posting on your social media channels and linking back to our campaign.

Thank you.

What’s Included?

Within your toolkit folder, you will find

1. Images for Facebook & Twitter
2. Images for Instagram
3. A2 Poster Designs
4. A3 Poster Designs
5. Pull Up Banner Design
6. Flyer Designs
7. Email Signature
8. Web Banner

For each of the above, we have provided editable design files. Please feel free to include your organisation’s/mentoring programme’s logo and include the link to your own organisation. No other amends should be made to the images and/or copy.
Supporting the Campaign with ThunderClap

We're planning to use ThunderClap for our initial launch to make our campaign hashtag, #UnexpectedMentor, trend on the different social media channels.

ThunderClap is an easy way for you to support our cause. It allows you to donate your social media channels for an automated post we're sending on launch day. All our supporters will be posting at exactly the same time, which will maximise visibility. To sign up for ThunderClap, you will need to:

1. Go to our ThunderClap page, visit https://www.thunderclap.it/projects/63636-are-you-an-unexpectedmentor
2. At the bottom of your screen, you can select which social media accounts you’d like to donate by clicking “support with”. It would be great if you could choose to lend all channels to amplify our message.
3. Once you’ve selected your channels, a window will open with our prepared post. You’ll also have the option to add a custom message if you wish. But, please do keep the hashtag #UnexpectedMentor
4. Please click the red button labelled “ADD MY SUPPORT” and away we go!
How to use Facebook to support the campaign

Facebook is a great channel to engage our current audience and for you to engage with your own personal and professional networks.

We will have Facebook ads live from 27 October, which will provide additional support for #UnexpectedMentor on this channel.

You can support the campaign by using the content provided in this toolkit or you can write your own using the key messages provided. If you do create your own content, always remember to:

- include the hashtag, #UnexpectedMentor
- tag our official Facebook page, @careersandenterprisecompany
- use a call to action, such as "Sign up today" or "Register now"
- include a link to our website, www.unexpectedmentor.co.uk

How to use Twitter to support the campaign

Everything on Twitter is public, making it a powerful platform for reaching as big an audience as possible. You can use the example posts we’ve provided, or write your own using our key messaging.

If you are writing your own tweets, always remember to:

- use the hashtag, #UnexpectedMentor
- include a link to our website, http://ow.ly/ZVTR30fZogC
- tag us in the tweet with: @CareerENT
How to use Instagram to support the campaign

Instagram provides a visually-engaging way of inspiring people to engage with the campaign.

We’d love for you to share some of the images we’ve provided in this toolkit on your Instagram account. You can use our key messages in your caption, we’ve provided a few example posts on the next page or you can write your own. If you do write your own captions, always remember to:

- Include the hashtag, #UnexpectedMentor
- Include the address to our website - www.unexpectedmentor.co.uk
- Tag us in your caption with: @careersandenterprise
Examples

I’m proud to be supporting @CareerEnt with their #UnexpectedMentor campaign: http://ow.ly/ZVTR30fZogC

Who wants to help @CareerEnt by becoming an #UnexpectedMentor & supporting young people? Sign up: http://ow.ly/ZVTR30fZogC

Young people need relatable mentors. That’s why I support the #UnexpectedMentor campaign. Sign up: http://ow.ly/ZVTR30fZogC

Young people need someone who knows life can be unexpected, someone like you. Become our #UnexpectedMentor today http://ow.ly/ZVTR30fZogC
How to Tag our Accounts on Social Media

You can tag us in your posts on Facebook, Twitter, Instagram and LinkedIn using the following handles:

- **Facebook**
  Simply ensure that you’ve liked our main company page on your account, you can then tag us by typing @careersandenterprisecompany

- **Twitter**
  Add @CareerENT to the end of your tweet where you include your hashtag/s.

- **Instagram**
  This is exactly the same as above, when composing your post, add @careersandenterprise to the end of your post where you include your hashtag/s, this will connect your post to our page.

- **LinkedIn**
  When writing out your post, type # and search The Careers & Enterprise Company in the box that appears. Click our name in the list to tag us in your post.

How to use Hashtags on Launch Day and Beyond

On Instagram, Facebook and Twitter, hashtags give you a way of joining the conversation and spreading your message to as wide an audience as possible.

When posting on your channels, always remember to use the hashtag, #UnexpectedMentor.

On the 27 October, National Mentoring Day, you can also use the hashtag #NationalMentoringDay
Blogging tips to support the campaign

Here are some tips to help your blog have the biggest positive impact on our campaign:

- **Title** - Ensure mentoring is mentioned and where possible, even in brackets mention (#UnexpectedMentor).

- **Opening Paragraph** - About 150 words in length. Please mention the portal where mentors can signup and remember to include a call to action, along with a link to the portal.

- **Connecting with your audience** - Please explain your experience either as a mentor and/or as a mentee and the benefits of either or both. In this section please link to:
  
  *Facebook Page* (https://www.facebook.com/careersandenterprisecompany)
  *Twitter account* (https://twitter.com/CareerEnt)
  *Instagram account* (@careersandenterprise)

**Suggested Topics for your Blog**

1. The #UnexpectedMentor and Why I’m an Advocate
2. The Benefits of Mentoring
3. When I was Mentored
4. Why I Mentor a Young Person
5. The Unexpected Skill you Learnt for your Mentee
6. The Unexpected Skill you Never Realised you Had

Blogs gain much more engagement and interaction when they contain images and videos. Please use the images and campaign film provided in the toolkit to increase the engagement of your blog.
Thank you

Thank you for taking the time to read through this toolkit. We can only make this a success if you are involved so, please support the campaign and share with your wider network.

Have a question?

If you have any queries regarding the campaign, you can email our campaign team at UnexpectedMentor@careersandenterprise.co.uk