**Do the Rights Thing: Make Work Fair for Young People**

**Social media and digital toolkit**

# Summary

Across the Citizens Advice Bureaux network, the current landscape that clients are navigating is particularly difficult. Wages don’t correspond with the cost of living which is increasing; this can leave people vulnerable and with a lack or resilience to cope with demands on finances, Young people (aged 25 and under) navigate this turbulent landscape often in employment on zero hour contracts, living on minimum wage – or less – and can pay inflated or unaffordable rents.

Both our face-to-face and online advice provision tell us that young people are seeking support on their employment rights, from pay and entitlements through to parental and carers rights. Our recent research tells us that young people are twice as likely to be in insecure employment, this could potentially expose them to vulnerability in the workplace. This is compounded with the knowledge that young people are less likely to be confident around their employment rights, leading to a sense of dis-empowerment.

Our campaign outputs will feed into our longer term engagement on young people’s rights at work, seeing to get a fair deal for young people. We want to gather the experience of young people and raise awareness of their rights at work, empowering them to take action on issues and increasing their public confidence and awareness.

This years’ campaign will run from Monday 4th November – 15th November. This toolkit provides guidance and tips for your social media campaign throughout the campaign, to support you in achieving the campaign’s objectives.

**Campaign objectives**

* To raise awareness amongst young people of their rights at work, making sure they get what they’re owed.
* Collect evidence of bad experiences at work that young people have.

**Campaign aims**

* This campaign aims to give young people confidence around knowing their employment rights and empower them to take action when they are not being enforced.
* We’re encouraging young people to seek advice on their employment rights, either in bureau or online.
* Prove that a lack of understanding of rights and without the confidence to challenge employers’ lead young people to feel disempowered.

# Social media objectives

* Drive traffic to online self-help site: **citizensadvice.org.uk/scotland/dotherightsthing**
* Present key campaign messages aimed at young people (under 25s).
* Increase knowledge on worker and employee statutory rights.
* Direct young people to fill out the Typeform to collect evidence of bad experiences at work that young people have.

# General guidance

This toolkit will help you plan and create content for your social media channels that will then be used to meet both the campaign and social media objectives. It is designed to support you in promoting the key campaign messages and to direct the consumers to the public advice site.

* This year, we are using the tagline: Make Work Fair for Young People
* The national social media campaign will run on Facebook and Twitter with advertising on Instagram and Snapchat. However, if there is another social media channel that you utilise, you can adapt the content as you see fit.
* Search for the hashtag **#** on Twitter or Facebook to join the conversation.   
  No matter how much time you have, you can get involved by re-posting, re-tweeting and sharing content.

**Hashtag guidance**

* Use **#DoTheRightsThing**
* Use the hashtag to join the conversation and to ensure your content appears under the **#** on social channels.
* You can search the hashtag on both Twitter and Facebook to find content you would like to share and comment on.

**Top tips for responding to users on social media**

When posting on social media, you also have a responsibility to ensure users on your social channels are responded to and provided information as requested.

* **Make time:** Social media management can be time-consuming, but when you are campaigning, you should map out a segment of your day that you can use to engage with users and respond to comments. Think of a social media user in the same way a client in your bureau or organisation; they have needs in the same way.
* **Creating responses**: What is your position and advice on this issue and what to do you want to articulate to users? Remember to be consistent and you can create draft responses before you post on social media, so you are prepared.
* **Draft response example:** Thank you for sharing your experience of your employment with us. Book an appointment or attend one of our drop-in sessions where an adviser would be more than happy to provide advice. Alternatively, you can check out our online advice here: **citizensadvice.org.uk/scotland/dotherightsthing**
* **Difficult users:** One of the biggest apprehensions to posting on social media is often the fear of negative or difficult users on your social channels. The topic of poor employment conditions could provoke an emotional response and oftentimes, social media is the one place that people can vent their frustrations. If you have a negative response from a user, follow these steps:
  + - 1. Respond as quickly as you can, this will help to diffuse a situation.
      2. Take time to read over the persons’ comment; are they asking you a question or are they being purposefully negative? If they are asking a question, respond calmly and politely. You are there to provide further information, so you can direct the user to the public advice site.
      3. Encourage users’ to send you a private message, if you can, to take any negativity off your public social media channels. This will give you another avenue to discuss in a constructive manner.
      4. Remember key messages, your role when promoting the campaign on social media is to raise awareness of good employment practices and provide advice.
      5. If they are being threatening, swearing or insulting language, delete the comment and block the user – in no capacity should you accept offensive behaviour.

**Template posts**

* **Do The Rights Thing! Make Work Fair for Young People** launches on Monday 4th November.

**Until this time, template posts should not be used on social media, press or any other media channel.**

* You can promote the campaign to create a sense of excitement and a template post for this type of activity in the template post pack suite below.
* We would recommend you promote the campaign as much as possible throughout the fortnight, with at least three posts each week to engage with target demographics.

**Quick actions:**

**Add this to your email footer/signature:**

* 1 in 10 young people don’t know the minimum wage is a legal requirement. Visit [insert your URL] to find out more.

**Website:**

* Don’t forget to promote this campaign on your website and link back to our campaign URL: **citizensadvice.org.uk/scotland/dotherightsthing**

**Twitter and Facebook:**

* **Do The Rights Thing! Make Work Fair for Young People** kicks off on Monday 4th November. Find out how you can get involved at [insert your URL] #DoTheRightsThing
* We want to help educate young people about their employee and workers’ rights  
  #DoTheRightsThing is our campaign kicking off on Monday 4th November.  
  Have you experienced unfair working conditions? Share your experience with us 👇 dotherightsthing.typeform.com/to/I9DgqB

**Conversation starter:**

* Ask people to identify poor work experience and share them on Facebook or Twitter using #DoTheRightsThing, pointing them to fill out the Typeform - dotherightsthing.typeform.com/to/I9DgqB
* Citizens Advice Scotland research found that 1 in 10 young people don’t know the minimum wage is a legal requirement. We want to help educate young people about their employee and workers’ rights.

# Actions if you have more time

**Promote the campaign to local partners**  
**Promote what to bring to an appointment** – link [here](https://www.citizensadvice.org.uk/scotland/about-us/what-to-bring-to-a-bureau/#h-employment-problems)

**Conversation starter:** ask people to share their experience of poor employment condition on our form - dotherightsthing.typeform.com/to/I9DgqB

**Social media posts for use throughout the campaign. Launch day is Monday 4th November.**

**Twitter & Facebook**

* Are you aged 16 to 25 and have a full or part time job?  
  Do you know if you're entitled to; Holiday pay? Breaks? Days off? 🤨  
  Don't feel like you're being taken advantage of!   
  Know your rights 👇 **citizensadvice.org.uk/scotland/dotherightsthing**  
  #DoTheRightsThing 😁
* Work getting you down? 😔  
  Not sure what to do?  
  If you're aged 16 to 25, we want to hear from you!   
  #DoTheRightsThing 😁

Have you experienced unfair working conditions? Tell us 👇 dotherightsthing.typeform.com/to/I9DgqB

* We want to help educate young people about their employee and workers' rights 🗣️  
  Holiday pay, Breaks, Minimum Wage, Sick pay, Contracts and T&Cs  
  If you're aged 16 to 25, we want to hear from you! 😌  
  #DoTheRightsThing 👇 dotherightsthing.typeform.com/to/I9DgqB
* Been shrugged off for asking about holiday pay or when you're due a break? 😔  
  Know your rights, check out our advice online 😌 **citizensadvice.org.uk/scotland/dotherightsthing**  
  If you're aged 16 to 25, we want to hear from you! 👇   
  dotherightsthing.typeform.com/to/I9DgqB
* Time to take action against being treated unfairly at work!  
  Understand holiday pay, your entitlements to breaks and minimum wage

We're here to help 🙂 **citizensadvice.org.uk/scotland/dotherightsthing**

If you're aged 16 to 25, share your poor job experience with us! dotherightsthing.typeform.com/to/I9DgqB

* Nothing like getting your first job 🙂  
  But make sure you don't get taken advantage of 🤨  
  Get to know your worker rights on things like breaks, holiday pay and minimum wage  
  #DoTheRightsThing 😁 👉 **citizensadvice.org.uk/scotland/dotherightsthing**
* Shift work has its benefits 🙂  
  So make sure you understand your rights 👇 **citizensadvice.org.uk/scotland/dotherightsthing**  
  #DoTheRightsThing 😁 Everyone is entitled to join the union 🗣
* Thinking about getting a job while at uni?  
  Make sure you have the right information to help you balance work and school life  
  #DoTheRightsThing 😁 👉 **citizensadvice.org.uk/scotland/dotherightsthing**   
  Get the low down on holiday pay, knowing your entitlements to breaks and minimum wage
* Do you know your statutory employment rights?  
  We want to help make things clearer for workers and employees  
  #DoTheRightsThing 😁  
  We're here to help 🙂 👉 **citizensadvice.org.uk/scotland/dotherightsthing**   
  Everyone is entitled to join the union 🗣️
* Horrible boss, unfair working conditions, no breaks, paid below minimum wage.. 🙄   
  Sound familiar?‍♀️🙋‍♂️  
  If you're aged 16 to 25 we want to hear from you!  
  #DoTheRightsThing 👇dotherightsthing.typeform.com/to/I9DgqB

**Campaign messages:**

**Wages, deductions and payslips (minimum wage)**

* 1 in 10 young people don’t know the minimum wage is a legal requirement 😔  
  It's time to understand what your payslip means  
  Your legal wage and tax deductions  
  #DoTheRightsThing 😁   
  Learn more 👉 **citizensadvice.org.uk/scotland/dotherightsthing**

**Sick pay**

* You can't help it when you get ill 😔  
  So make sure you're not missing out on sick pay  
  We can help you feel a little better  
  #DoTheRightsThing 😁   
  Learn more 👉 **citizensadvice.org.uk/scotland/dotherightsthing**

**Holiday pay**

* Think you're owed holiday pay but not sure? 🤔  
  #DoTheRightsThing 😁   
  Check your employee and workers’ rights here 👉 **citizensadvice.org.uk/scotland/dotherightsthing**   
  Feel rested and reassured 😌

**Contracts and T&Cs (zero hours / insecure work)**

* Give us a shout when looking into your job contract 🗣️  
  We want to make sure you understand all the T&Cs and the low down on zero hours and temporary work  
  #DoTheRightsThing 😁   
  Learn more 👉 **citizensadvice.org.uk/scotland/dotherightsthing**

**Dismissal**

* Think you have you been unfairly dismissed from work? 😔  
  Understand your rights!  
  #DoTheRightsThing 😁   
  Visit your local CAB to understand what you can do next  
  Learn more 👉 **citizensadvice.org.uk/scotland/dotherightsthing**

**Working hours and breaks**

* You and your employer have a duty of care to make sure your getting adequate breaks in your shift  
  #DoTheRightsThing 😁   
  We're here to help 🙂 👉 **citizensadvice.org.uk/scotland/dotherightsthing**

**Parental and carers rights**

* When you’re a new parent or you’re expecting a baby, you have extra rights at work 👶  
  Make sure you understand what they are  
  #DoTheRightsThing 😁   
  👉 **citizensadvice.org.uk/scotland/dotherightsthing**

**Harassment and bullying**

* If you have a problem at work, there are ways you can try to solve it 🤔  
  We're here to help 🙂 👉 **citizensadvice.org.uk/scotland/dotherightsthing**   
  Know your rights #DoTheRightsThing 😁

**Under 18s (what can they do, hours, apprenticeships, breaks etc.)**

* Nothing like your first job!  
  Your own money and independence  
  but make sure you're not getting taken advantage of  
  If you're under 18 we want to help you understand your worker rights  
  #DoTheRightsThing 😁   
  Learn more 👉 citizensadvice.org.uk/scotland/work/rights-at-work/basic-rights-and-contracts/your-rights-at-work-if-youre-under-18-s

**Difference between employees and workers’**

* Employees and workers have different rights at work  
  Make sure you understand yours.  
  #DoTheRightsThing 😁  
  Learn more 👉 **citizensadvice.org.uk/scotland/dotherightsthing**

**Brexit and workers’ rights (depending on what is happening with Brexit, be wary of when the campaign goes live)**

* We're planning for Brexit and want to help guide those who are worried about their job security  
  Visit your local Citizens Advice Bureau to see if we can help   
  We want 16 to 25 year olds in insecure work to make sure they aware of their workers' rights #DoTheRightsThing 😁

**Note:** Throughout the campaign, we will be promoting national media around. You can check the CAS national Facebook and Twitter pages for updates throughout the campaign period.

# Imagery

* We have created social media graphics that you can use throughout the campaign. They are available to download on our [resources hub](https://www.cas.org.uk/campaigns/do-rights-thing-campaign/do-rights-thing-campaign-stakeholder-resources) online or on BrandBase (if you are part of the Citizens Advice Network).

# Useful links

* Advice on rights at work: **citizensadvice.org.uk/scotland/dotherightsthing**
* Interactive form for sharing poor employment practices: **dotherightsthing.typeform.com/to/I9DgqB**

# Campaign contacts

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