

## Traineeships publicity campaign

The DfE has launched some social media activity to promote traineeships, focused on raising awareness amongst young people of the programme and its benefits. This is an initial burst of activity ahead of further communications planned this year. They are expecting a go-live date of **28th June** and the campaign is expected to run for 4 weeks until 26th July.

DfE will be using the Get In Go Far social media platforms such as Facebook and Twitter to get the message across to a target audience aged 16-24.

You may wish to re-tweet or add this on your own media platforms to promote the programme. You may also find the following source of information helpful:

- **for young people:** <https://www.gov.uk/employ-trainees>  
<https://www.gov.uk/government/publications/traineeships-are-they-for-me>
- **for employers:**  
<https://www.gov.uk/government/publications/traineeships-referral-sheet-employers>
- **for providers:**  
<https://www.gov.uk/government/publications/traineeship-referral-sheet-providers>