

#YouthTheatreMakesMe...

Join us on Tuesday 8 June to make a noise on social media!



You might have noticed campaigns like [#NoWrongPath](#), [#MuseumsAreGo](#) or [#FreelancersMakeTheatreWork](#) online recently. Well, we felt that there wasn't enough discussion online about how awesome youth theatre is, and the impact it has on young people's careers and confidence, so we've called our campaign [#YouthTheatreMakesMe](#). We want to celebrate youth theatres returning to their usual activities throughout 2021, and also highlight that some have never been away during COVID.

But we need your help to make a bigger impact. Make the person in charge of your social media aware of our campaign, and help us share all the ways that youth theatre improves our lives. Think of this as a light-touch advocacy campaign...

Some ideas for getting involved, and some sample tweets/posts

You and your young people can engage however you like - draw pictures, take pictures, share videos, through the medium of dance... you choose! You could even just keep it simple and hold your message up on a notepad, like the [#FreelancersMakeTheatreWork](#) campaign.

[#YouthTheatreMakesMe](#) feel happier! I'm so glad to be back in the room with my friends 😊

[#YouthTheatreMakesMe](#) remember how creative and resilient young people can be. They inspire my work every day.

Or do you have some awesome stats you could share? Or maybe you fancy using the hashtag as a workshop stimulus? The possibilities are endless! Here are the sorts of things we'll be Tweeting, Facebooking and Instagramming on the day, to give you some inspo to write your own. Now, obviously we're talking about national stats - if you add in your local perspective, we'll have the full picture covered.

[#YouthTheatreMakesMe](#) feel included as part of a wider community ♥ Almost 22,000 young people take part in youth theatre activities across Scotland!

[#YouthTheatreMakesMe](#) expand my horizons 🌐 Before Covid, 35% of Scottish youth theatres performed at festivals, 17% went on tour, and 8% took on international projects!

Basic Guidelines

- **Use [#YouthTheatreMakesMe](#)** in your post, so that we can find your message and amplify it.
- **Retweet, retweet, retweet!** If you see something someone else has written, hit that button and share it with your followers. Even better, keep the conversation going with a quote retweet. Don't forget to use the hashtag in any quote retweets too!
- **Keep it positive!** Ain't nobody got time for no negativity. Phrasing your message positively can help the recipient to be more receptive to your message.
- **Keep the heid.** Don't get annoyed, or roped into anything controversial happening locally. Make sure you instil confidence in others about your work with young people.
- **Get different stakeholders involved.** They'll bring different perspectives: members of your board will talk about things differently from your participants, and they probably have different and equally valuable followers.
- **Be able to back up your statement** with facts and figures about your impact, if you have them. For example, if anybody asks us about the stats in our tweets above, we can reply that we know this from the Youth Theatre in Scotland Sector Review 2020.
- **Have fun!** We love what we do and want to share why it's awesome with the world. Be yourself and let your love of youth theatre show.