

# LAs Comms Session

# Introduction

## Agenda

1. LAs Comms Pack Overview
2. Story Capture Questionnaires
3. NSID – National Supported Internship Day
4. Q&A: Comms Pack Resources + Your Comms Challenges



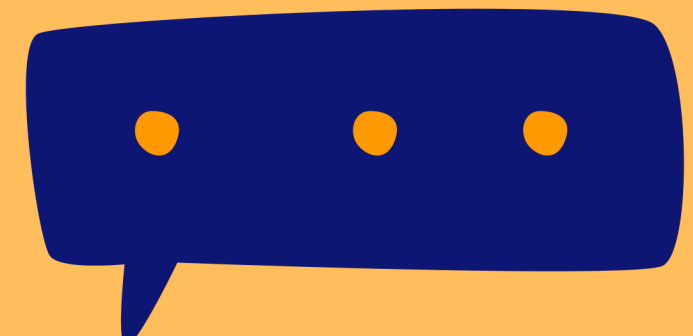
Lucie Chiocchetti  
Internships Work's  
Communication Officer



Rebecca Ryan  
Internships Work's  
Programme Coordinator

# QUICK POLL

Share your top 2 communication/marketing challenges in the chat.



# The LAs Comms Pack Overview

## Enhancing Your Local Offer

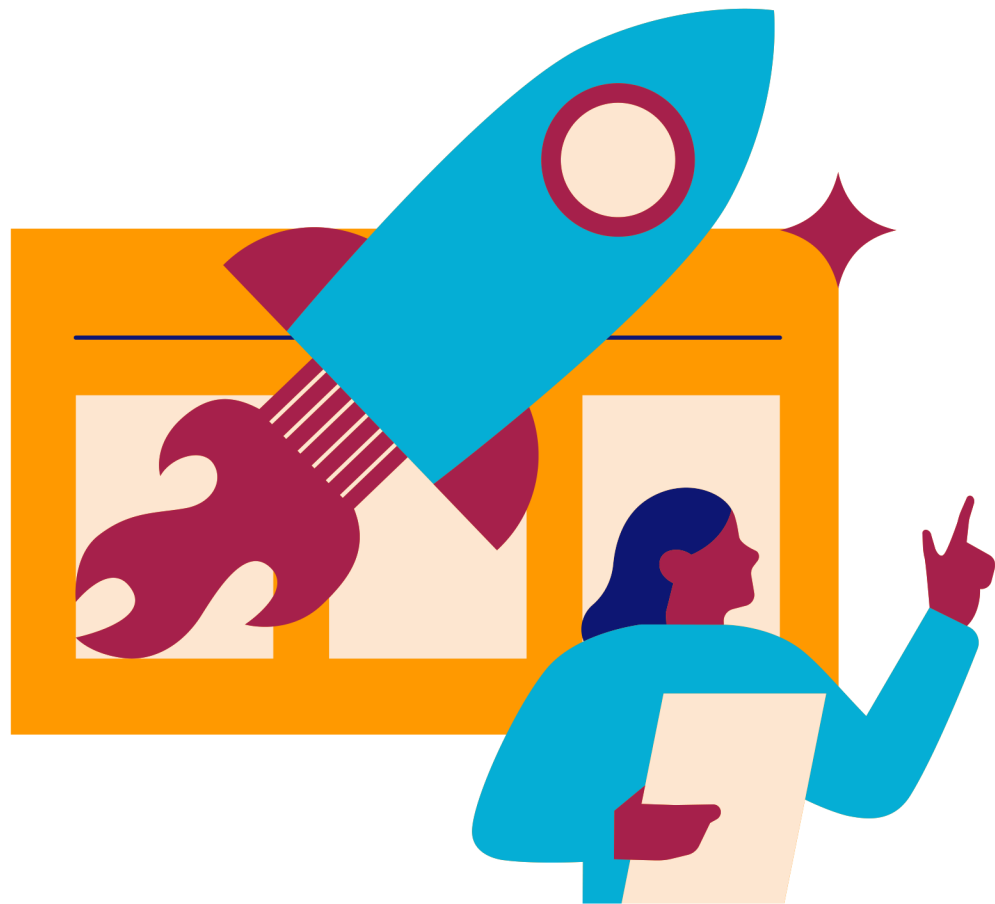
Supported Internships Information

Accessible Contact Details

Acknowledging Your Grant

Examples of What Good Looks Like

Making Use of Other Resources  
e.g. Preparing for Adulthood





# The LAs Comms Pack Overview

## Brand Consistency

Brand Style & Fonts



Your LA's

Logos



Dedicated Banner

Credits & Acknowledgements

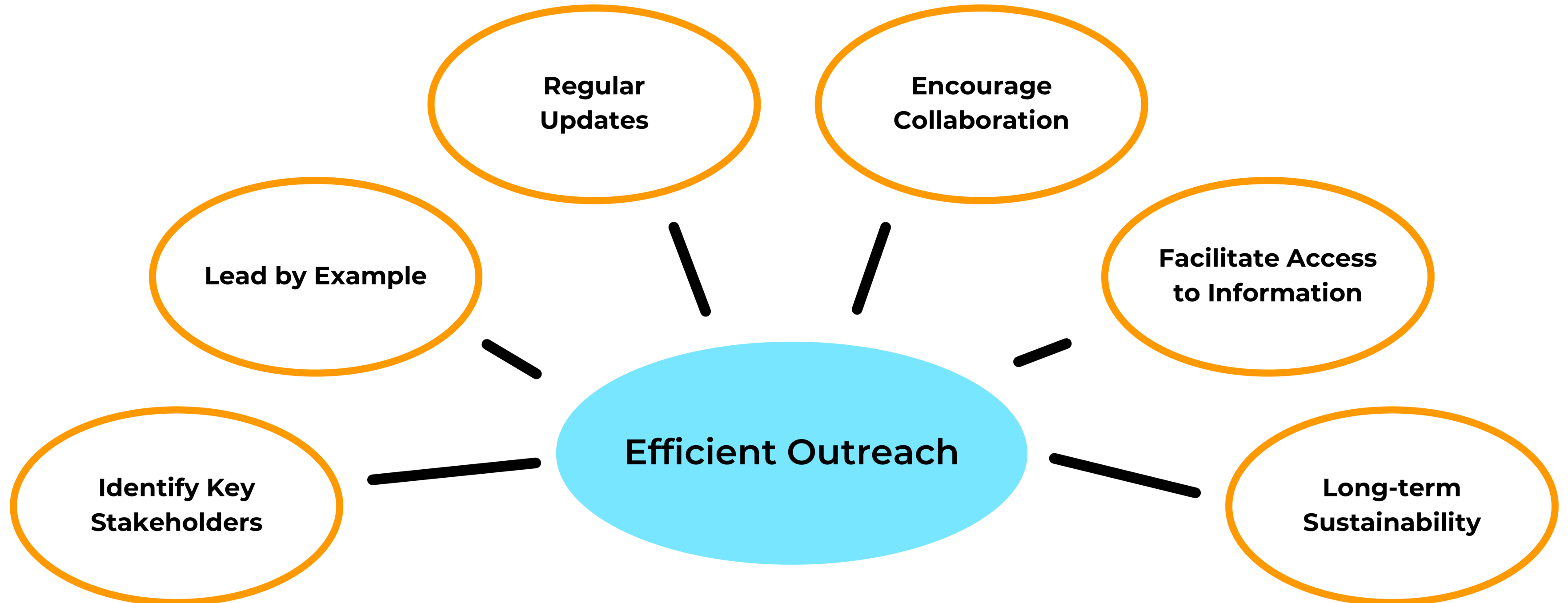


Dedicated Statement

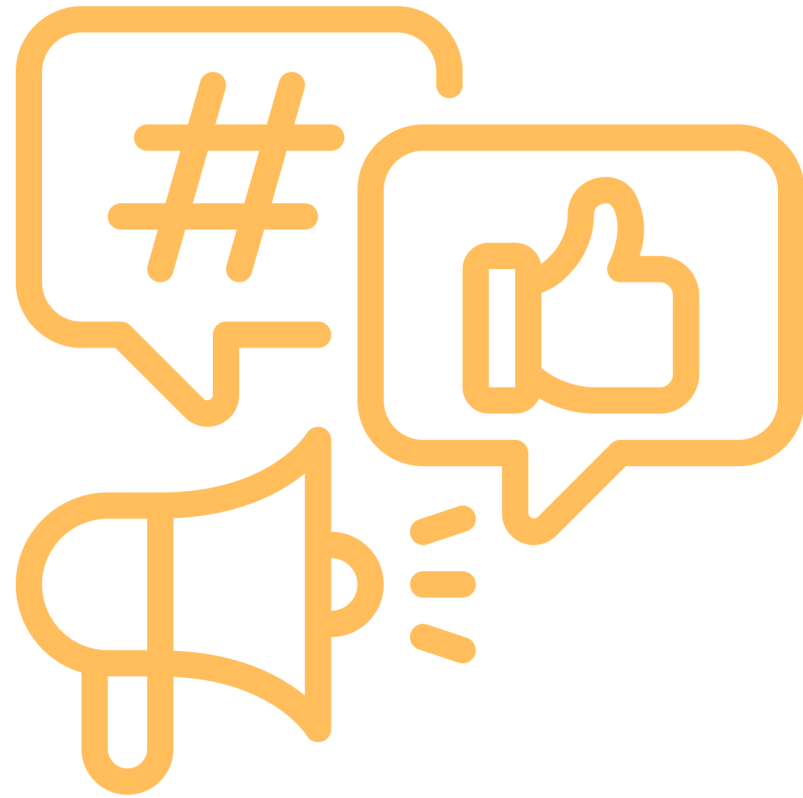
Using Internships Work Content



Only as they exist & not altered.



## Social Media Hashtags



**#SupportedInternships**

**#InternshipsWork**

**Additional guidance on using hashtags strategically available  
in the comms and marketing advice section.**

# The LAs Comms Pack Overview

## Requirements & Rules



### Media Releases

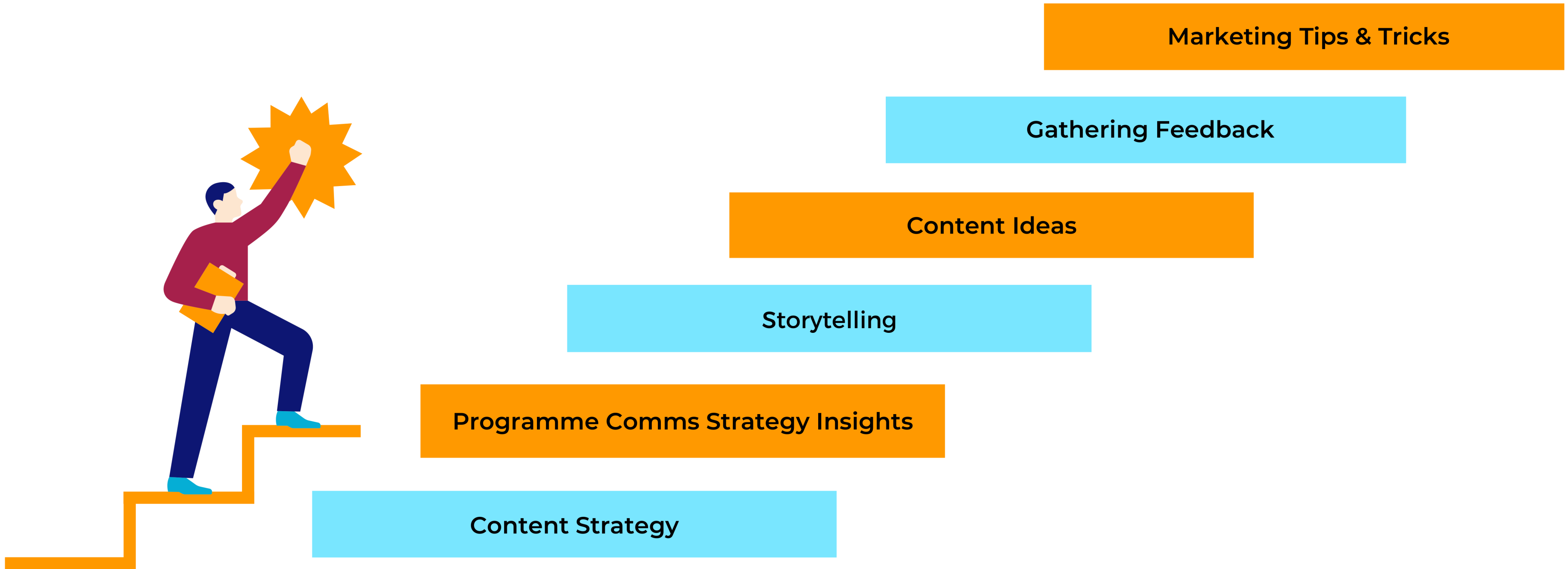


**GDPR, Data Protection,  
Privacy & Intellectual  
Property Laws.**

**Template Available**

# The LAs Comms Pack Overview

## Comms & Marketing Advice



# The LAs Comms Pack Overview

## Accessibility

### Accessibility Standards



Extensive list of accessibility standards for comms activities

Links to guidance and tools to implement standards

### Using AI to enhance accessibility



Simplify internal processes  
Wins time

Proceeding with caution

# Stories: Heart of Internships Work Communication

## Human Connection

After all, it's all about people.

## Authenticity and Relatability

Real Stories Build Trust

## Driving Engagement

Real Stories Inspire Others

## Visibility and Influence

Amplified Messages

# Story Capture Questionnaire

**Work Smarter!**

**Simplified Storytelling**



**A focused questionnaire to capture the essence of experiences.**

**Separate from General Feedback**



**Focused on story, avoids surface level feedback**



# Story Capture Questionnaire

## Work Smarter!

Ease of Submission



Participants can directly send their stories to our team.

Open to Everyone



Inclusive for job coaches, employers, interns, YOU! Anyone SIs Stakeholder.

Additional Writing Guide Available



For crafting compelling local stories, even without prior writing experience.

# NATIONAL SUPPORTED INTERNSHIP DAY

Get Involved today

Internships  
**WORK**

“Amplifying the  
voices of young  
people”

27th March 2024

# National Supported Internships Day - NSID24

## Programme Activities

### Parliamentary Activities

Receptions  
Young People  
Workshops

**Deadline  
to  
Nominate  
Someone  
26th Feb!**

Nominate a young person.

### Competitions

#MyBitForChange  
Challenge

Encourage Local  
Businesses

### Social Media

#NSID24  
#NationalSupported  
InternshipDay

FAQs & Stories

# National Supported Internships Day - NSID24

## Host An Event



# National Supported Internships Day - NSID24

## Comms Support

### NSID Media Pack

Calendar of Activities

Campaign Details

Competitions Details

Ready-to-post Social Content

Assets Templates

Write to you MP Letter Template

# Q&A

LAs Comms Pack

Story Capture

NSID

Comms Challenges