EMPOWER YOUTH EMPLOYMENT DAY MEDIA TOOLKIT

ABOUT US

UAC’s Summer Youth Employment Program provides paid summer job opportunities and support to youth ages 14-18 through the WorkReady program. The six week program runs from July through mid-August and includes career exposure, on-the-job mentoring, and professional development.

CONTACT

Salomon Moreno-Rosa,
Assistant Project Director
Urban Affairs Coalition

PH: 215-908-5769
EMAIL: smrose@uac.org
ADDRESS: 1207 Chestnut Street | Philadelphia, PA
WHAT IS UAC'S SUMMER YOUTH EMPLOYMENT PROGRAM?

For over 30 years, the Urban Affairs Coalition (UAC) has been a leader and critical partner to the WorkReady Philadelphia program in providing Philadelphia teens with first-time career exposure, resume and interview preparation, on-the-job mentoring, and internship experience. UAC unites government, business, neighborhoods, and individual initiatives to improve the quality of life in the region, build wealth in urban communities, and solve emerging issues.

UAC's Summer Youth Employment Program is one of the largest providers of the WorkReady program, placing over 1,000 youth throughout the city into summer job placements each year. With programs in the summer and year-round, WorkReady combats the youth unemployment crisis by providing young people an opportunity to learn and bring employers new energy, creativity, comfort with technology and eagerness to learn.

The program works to recruit employers to provide opportunities, and engage youth to make the most of those experiences. Youth ages 14 - 18 typically work 20 hours a week during the 6-week program at the employer site from July to August. Additionally, these youth also complete professional development training and participate in weekly educational workshops.

In 2017, the organization placed more than 1,400 students in paid summer jobs. Collectively, they exceeded $1 million in earnings while working more than 145,000 hours at more than 240 worksites. Historically, more than 35,000 youth have been placed in summer employment through the UAC’s efforts.

For more information about UAC's Summer Youth Employment Program, please visit uac.org/youthemployment.
WHAT IS EMPOWER YOUTH EMPLOYMENT DAY?

Following a proclamation from the Mayor’s Office, February 15 will be known as “Empower Youth Employment Day” in the City of Philadelphia!

Empower Youth Employment Day aims to recognize the launch of the WorkReady application and encourage Philadelphians between the ages of 14 and 18 to begin applying for summer jobs. Empower Youth Employment aims to recognize how youth employment programs provides vulnerable young people with opportunities that address the skills gap.

At UAC, we never work alone. We collaborate with individuals, organizations, and business across the city to drive change from the ground up. On February 15th, Empower Youth Employment Day urges our city's youth to take proactive steps to bridging the skills gap by becoming involved in the Summer Youth Employment program.

HELP US SPREAD THE WORD ABOUT EMPOWER YOUTH EMPLOYMENT DAY

February 9: Share Toolkit
February 10 - 14: Begin Posting, Sharing & Tagging
February 15: Empower Youth Employment Day

WWW.UAC.ORG
TAKE ACTION ON EMPOWER YOUTH EMPLOYMENT DAY

1. Complete the #ThereToHere / #HereToThere Challenge!
Take a selfie with one of the hashtag sign templates found in our Media Toolkit and write down your first job and your current job, or your dream job if you are a youth intern. Post it to Twitter, Facebook, and Instagram, and any other social media outlets.

2. Tag 3 friends to complete the Challenge!
Tag 3 or more friends in your selfie and challenge them to the Challenge! How far did your job take you? Where do you want to be? Be sure to tag @UACoalition in your posts so we can share with our network!

3. Create your own post!
Included in this Toolkit is information about UAC social media accounts, campaign hashtags, images, and facts to use for any posts!

4. Follow UAC on social media & share our stories!
Follow UAC’s social media accounts and share our posts to spread the word about UAC’s Summer Youth Employment program and the impact we’re making across Philadelphia.

5. Tell us your WorkReady Story!
Submit your own WorkReady stories by completing the short online questionnaire available here: http://bit.ly/SubmitUrStory.

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SAMPLE FACEBOOK POSTS

@UrbanAffairsCoalition

Employment is a powerful start for our youth. I am telling my story to inspire others as part of the #ThereToHere Challenge: I started as a [INSERT YOUR FIRST JOB HERE], and now I’m a [INSERT CURRENT JOB HERE]! I challenge [@FRIEND #1], [@FRIEND #2], and [@FRIEND #3] to share their first job! From #ThereToHere. #UAC #WorkReadyPHL #EmpowerYouthEmployment @UACoalition

#EmpowerYouthEmployment is a day to encourage young people to pursue their dreams and prepare for new careers. I shared my story for the #ThereToHere Challenge. Learn more and join @UrbanAffairsCoalition's movement at http://bit.ly/SubmitUrStory #UAC #WorkReadyPHL

Save the date! @UrbanAffairsCoalition's #EmpowerYouthEmployment Day is happening on Thursday February 15th! What are you doing to celebrate? Complete our #ThereToHere Challenge! Head on over to http://bit.ly/SubmitUrStory to join in! #UAC #WorkReadyPHL

WWW.UAC.ORG
SAMPLE TWEETS

@UACoalition

Mark your calendars! February 15th is @UACoalition Empower Youth Employment Day! How do you plan to #EmpowerYouthEmployment? #UAC #WorkReadyPHL #ThereToHere

I started as a [INSERT YOUR FIRST JOB HERE]. Now I’m a [INSERT CURRENT JOB HERE]. From #ThereToHere. #UAC #WorkReadyPHL

Are you a teen between the ages of 14 and 18? Are you looking for a paid job this summer? Head over to uac.org/youthemployment and apply now! #EmpowerYouthEmployment #UAC #WorkReadyPHL

Do you remember receiving your first chance at employment? #EmpowerYouthEmployment Day is about giving young people a first chance. Join the #ThereToHere Challenge with me by posting a selfie or visiting http://bit.ly/SubmitUrStory. #UAC #WorkReadyPHL

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SAMPLE INSTAGRAM CAPTIONS

@UACoalition

Empower Youth Employment Day is February 15th! Join me in celebrating youth jobs with @UACoalition. From #ThereToHere. #UAC #WorkReadyPHL #EmpowerYouthEmployment

Employment is a powerful start for our youth. I told my story, as I started as a [INSERT YOUR FIRST JOB HERE], and now I’m a [INSERT CURRENT JOB HERE]! I challenge [@FRIEND #1], [@FRIEND #2], and [@FRIEND #3] to share their first job! From #ThereToHere #UAC #WorkReadyPHL #EmpowerYouthEmployment @UACoalition

Join me and the @UACoalition in celebrating Youth Employment in the #ThereToHere Challenge. Share your youth employment story at http://bit.ly/SubmitUrStory and tag three friends to challenge them! #UAC #WorkReadyPHL

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Sample LinkedIn Posts

My first job was at [INSERT FIRST JOB HERE], which was an essential moment for my future career goals. Now, I'm a [INSERT CURRENT JOB] and I couldn't be more thankful for that first opportunity. Employers make a huge difference in empowering youth. Join me and the @UrbanAffairsCoalition in celebrating Youth Employment in the #ThereToHere Challenge. Share your youth employment story at http://bit.ly/SubmitUrStory and tag three friends to challenge them! From #ThereToHere. #UAC #WorkReadyPHL

Employment is a powerful start for our youth. My own story started my career, when I was a [INSERT YOUR FIRST JOB HERE], and now I'm a [INSERT YOUR CURRENT JOB HERE]! I am joining the @UrbanAffairsCoalition's #ThereToHere challenge, and I challenge [@FRIEND #1], [@FRIEND #2], and [@FRIEND #3] to share their first job! #UAC #WorkReadyPHL #EmpowerYouthEmployment
SAMPLE ANNOUNCEMENT

Have you heard? On Thursday February 15, 2018, the City of Philadelphia is celebrating “Empower Youth Employment” Day, a day dedicated to encouraging the City’s young people, ages 14 to 18, to apply for the Urban Affairs Coalition (UAC) 2018 Summer Youth Employment program.

What can you do to help spread the word?

Here are some easy ways to help us promote Empower Youth Employment Day:

1. Download the #ThereToHere sign template found in our Media Toolkit and write down your first job and your current job, next to the hashtags #ThereToHere and #EmpowerYouthEmployment. Take a selfie and post it to Twitter, Facebook, and Instagram, and any other social media outlets. Then tag 3 friends to do the same!
2. Follow UAC on social media and share our stories!

On Thursday, February 15th 2018, as youth and families across Philadelphia take the steps to enroll in the 2018 Summer Youth Employment program, we look to you to help us celebrate this momentous occasion. Take the #ThereToHere challenge today and let Philadelphia’s young people know just how far their first job can take them!
Dear students and faculty,

Have you heard? On Thursday February 15, 2018, the City of Philadelphia is celebrating “Empower Youth Employment” Day, a day dedicated to encouraging the City’s young people, ages 14 to 18, to apply for the Urban Affairs Coalition (UAC) 2018 Summer Youth Employment program.

What can you do to help spread the word?

Here are some easy ways to help us promote Empower Youth Employment Day:

1. Adults: Download the #ThereToHere sign template found in our Media Toolkit and write down your first job and your current job, next to the hashtags #ThereToHere and #EmpowerYouthEmployment. Take a selfie and post it to Twitter, Facebook, and Instagram, and any other social media outlets. Then tag 3 friends to do the same!
2. Youth: Download #HeretoThere sign template found in our Media Toolkit and write down your dream job, next to the hashtags #HeretoThere and #EmpowerYouthEmployment. Take a selfie and post it to Twitter, Facebook, and Instagram, and any other social media outlets. Then tag 3 friends to do the same!
3. Follow UAC on social media and share our stories!

On Thursday, February 15th 2018, as youth and families across Philadelphia take the steps to enroll in the 2018 Summer Youth Employment program, we look to you to help us celebrate this momentous occasion. Take the #ThereToHere challenge today and let Philadelphia’s young people know just how far their first job can take them!
UAC SUMMER WORKREADY FACTS

Summer 2017 was a tremendous success. Check the numbers to see UAC's impact.

Youth Earnings Collectively Surpassed: $1M

RESULTS

1400+ YOUTH SERVED
145k+ TOTAL HOURS WORKED BY YOUTH
240+ WORKSITE HOSTS

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#ThereToHere Challenge

I STARTED AS A / AN ____________________________,

NOW I'M A / AN ____________________________!

WorkReady®
PHILADELPHIA

Urban Affairs Coalition
Driving Change from the Ground Up
#HereToThere Challenge

I'M STARTING AS A YOUTH INTERN,

SOON I'LL BE A

!