

# Social media tip sheet

## Year of Young People 2018: Ambassador Programme

### Social media hints and tips for partners and organisations supporting recruitment

So you'd like to promote YoYP 2018's Ambassador Programme on your own social channels? Fantastic! We've got you covered.

### Suggested Tweets

Make them bold, snappy and eye-catching. Use fun emoticons such as stars, clapping hands. Always use #YOYP2018.

- » Come and be an Ambassador for #YOYP2018 - help us make the celebration of Scotland's young people incredible! > [young.scot/yoyp2018](http://young.scot/yoyp2018)
- » Join hundreds of other young people on the #YOYP2018 Ambassador Programme with @cisweb @OfficialSYP @YoungScot > [young.scot/yoyp2018](http://young.scot/yoyp2018)
- » Want to develop your skills & volunteer to help young people shine? #YOYP2018 Ambassador Programme is for you! > [young.scot/yoyp2018](http://young.scot/yoyp2018)

### Suggested Facebook/Instagram Posts

Again, make them eye-catching. Facebook and Instagram posts can have a little more text – but not too much! Who wants to scroll through loads of reading on their phone?

- » Scotland is on the hunt for amazing young people aged 8-26 like you to join the #YOYP2018 Ambassador Programme. Interested? There's loads of information over at [young.scot/yoyp2018](http://young.scot/yoyp2018).
- » Want to develop your skills and collaborate with hundreds of other young people all over Scotland to make the Year of Young People 2018 incredible? #YOYP2018 is on the hunt for young people aged 8-26 just like you! Apply now at [young.scot/yoyp2018](http://young.scot/yoyp2018).