




POWER OF  
YOUTH DAY

#iwill  
movement

SOCIAL MEDIA GUIDE



# COMMON GROUND SOCIAL MEDIA GUIDE

## THE BASICS

This guide gives you everything you need to share your Common Ground story on social media – sample captions, hashtags, and a simple three-moment posting guide.

The most important thing: post on Tuesday 2nd June, use #CommonGround and #PowerOfYouthDay, and tag @iWill\_Movement. Everything else in this guide is optional.

## YOUR POSTING JOURNEY

We've prepared 3 moments for you to get involved with. The more posts you share, the greater your impact – but even one post on the campaign day makes a difference.

**TL;DR:** Share once before the day, once on the day, and amplify others if you can.

**CAMPAIGN DAY** - TUESDAY 2ND JUNE 2026

**HASHTAG** - #COMMONGROUND #POWEROFYOUTHDAY

**TAG** - @IWILL\_MOVEMENT

**PLATFORMS** - INSTAGRAM, LINKEDIN, TIKTOK, FACEBOOK,  
– WHEREVER YOUR AUDIENCE IS.

# MOMENT 1 - THE LEAD UP

## BUILDING ANTICIPATION BEFORE THE CAMPAIGN DAY

### SHARE THE CAMPAIGN DAY ASSET

We've created a shareable asset with the campaign date for you to post in the weeks leading up to the Power of Youth Day. This is the simplest thing you can do to help spread the word.

Every organisation that shares it adds to the collective momentum. When your audience sees organisation after organisation counting down to the same day, they feel the movement before it's even arrived.

The campaign day asset is linked below. Just download, post, and tag us (@iWill\_Movement)

### SAMPLE CAPTION

Something is coming. On 2nd June we're joining hundreds of organisations taking a stand for young people – finding our Common Ground and committing to embed youth voice in everything we do. See you there. @iWill\_Movement #CommonGround #PowerOfYouthDay



[DOWNLOAD ASSET HERE](#)



# MOMENT 2 - CAMPAIGN DAY

## THE MOMENT EVERYTHING COMES TOGETHER

This is the day. Every organisation, every young person, every partner posting at the same time. The collective impact of everyone showing up together is what makes this a movement rather than a moment.

Share your full story — your photo, your caption, your truth. Use the customisable template, choose your word, and post.

### HOW TO POST ON THE DAY

- Choose a real photo — a young person you work with, a moment of action, a project that tells your story. Authentic beats polished every time
- Tell your story in your own voice. What does finding common ground with young people actually look like for your organisation? Use the sample captions on the following page as a starting point.
- Say something about the charter. Why are you signing it? What does committing to embed youth voice mean for you?
- Post with #CommonGround #PowerOfYouthDay and tag @iWill\_Movement.

We've also created a **customisable template** in the campaign visual style — drop in your photo, write your caption, and share. No design skills needed.



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# FINDING COMMON GROUND (CAPTIONS)

## SHORT

Today we're proud to stand on Common Ground with the young people we work with – and to sign the Power of Youth Charter. Because when we genuinely embed young people's voices in our work, everything gets better. Join us. @iWill\_Movement #CommonGround #PowerOfYouthDay

## LONG (LINKEDIN)

We live in a time of increasing division. And yet – in towns and cities across the country, organisations like ours are choosing to invest in young people. Not because it's in our strategy. Because we believe it's right.

Today is Power of Youth Day, and we're proud to sign the Power of Youth Charter – a commitment to embed youth voice in our work, our decisions, and our future.

[Add your specific story here: how you work with young people, what that has changed, what it means for your organisation.]

That's our Common Ground. And today we're growing it.  
@iWill\_Movement

## MEDIUM

We believe young people don't just have a role to play in shaping their communities – they should be leading that change. Today, on Power of Youth Day, we're signing the Power of Youth Charter: a commitment to embed youth voice in the heart of everything we do.

This is our Common Ground – the values we share with the young people we work alongside. We're proud to make it official.  
@iWill\_Movement #CommonGround #PowerOfYouthDay

## IF A YOUNG PERSON IS POSTING ON YOUR BEHALF

I'm [name] and I work with [organisation]. Today I want to tell you why signing the Power of Youth Charter matters – not just to them, but to me.

[Add the young person's own words here – why does having their voice embedded in this organisation's work matter to them? What has it changed? What do they want others to know?]

This is our Common Ground. @iWill\_Movement #CommonGround #PowerOfYouthDay

# MOMENT 3 – AFTER THE DAY

## KEEP THE CONVERSATION GOING (OPTIONAL)

If you want to keep the momentum alive after 2nd June, a post in the days that follow extends your reach and shows that your commitment doesn't stop at the campaign day.

### IDEAS FOR WHAT TO POST:

- A reflection on what the day meant to your organisation and the young people you work with
- A specific story about how young people's voices have shaped your work
- A commitment to what comes next now that you've signed the charter

### SAMPLE CAPTION – AFTER THE DAY

Yesterday we stood on Common Ground with hundreds of organisations across the country. We signed the Power of Youth Charter – and here's what that means for us: [short, specific commitment or reflection]. The work doesn't stop today. @iWill\_Movement #CommonGround #PowerOfYouthDay



# A FEW TIPS

## LEAD WITH YOUNG PEOPLE

The most powerful posts centre young people – their face, their words, their story. Where you can, let young people speak for themselves.

## BE SPECIFIC IF YOU CAN

A name, a project, a moment, a decision that changed because of a young person's input.

## CAPTION LENGTH BY PLATFORM

Short captions work well for Instagram and Blue Sky. Longer captions work well for LinkedIn where audiences expect more depth.

## AMPLIFY OTHERS

On the campaign day, don't just post – spend five minutes sharing, commenting on, and celebrating other organisations' stories. The more we amplify each other, the further the movement reaches.

## SHARE YOUR EVENTS

If you're hosting or attending an in-person event on the campaign day – a community gathering, a co-creation session, a local moment of any kind – share it on social. A photo, a short video, a behind the scenes story. It shows the movement happening in real life, not just online, and inspires other organisations to come together in their own communities too.

## COLLAB POSTS

Want to create a collab post that appears on both your profile and ours simultaneously? Get in touch at [iwill@volunteeringmatters.org.uk](mailto:iwill@volunteeringmatters.org.uk).

## TAG YOUR PARTNERS

If your story involves another organisation or a young person's project, tag them. It widens your reach and strengthens the sense of community.

