

How to use these resources?

The social media graphics in the Kickstart Communications Toolkit can be used on Facebook, Twitter and LinkedIn. Select the graphic file you would like to use and select one of the accompanying messages below to go with it. Copy and paste both into your SM platform.

Social Media Copy

For prospective employers and employer facing organisations

Could you Kickstart a young person's career?
Join thousands of employers who already have – read our [Kickstart Employer Guide](#).
#PlanForJobs #Kickstart

Through #Kickstart, you could employ a young person for 6 months, giving someone a life-changing opportunity while helping your business grow. Discover how #Kickstart can benefit your business and apply online at gov.uk/kickstart #PlanForJobs

Employers across the country are already benefiting from the #Kickstart Scheme. Discover how your business can benefit while giving life changing opportunities to unemployed local young people, and apply to join, online at gov.uk/kickstart #PlanForJobs

Join thousands of employers from across the public, private and non-for-profit sectors who are already signed up, creating new jobs and benefiting from the #Kickstart Scheme. Apply to join online at gov.uk/kickstart #PlanForJobs

For employers already on the scheme

We're proud to be part of #Kickstart, helping to get young people's careers going.
#PlanForJobs
Find out more about the scheme here: gov.uk/kickstart

Join thousands of employers from across the public, private and non-for-profit sectors who are already signed up, creating new jobs and benefiting from the #Kickstart Scheme. Apply to join online at gov.uk/kickstart #PlanForJobs

For other stakeholders

The #Kickstart scheme is a great way to support a young person's career.
If you are an employer, here's how to help get a new career moving. #PlanForJobs
Find out more about the scheme here: gov.uk/kickstart

Newsletter/email content – for example copy and paste the text below into an email, newsletter or onto your webpage.

The Kickstart Scheme provides funding to create new 6-month jobs for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment. Thousands of employers across the private, public and not-for-profit sectors have already applied for funding, which covers:

- 100% of the National Minimum Wage or the National Living Wage for 25 hours per week for a total of 6 months
- associated employer National Insurance contributions
- minimum automatic enrolment pension contributions
- a grant of £1,500 per job to cover setup costs and employability support.

Why should you apply for Kickstart?

- You will have a young person working for you for six months, funded by the Government.
- Your business will be set to benefit, flourish and grow by taking on these young people full of energy, new ideas and digital know-how.
- You will be able to give a young person who has been unemployed for a while a potentially life changing opportunity.
- You will feel you are playing your part in helping with the wider post-pandemic economic recovery.

You can apply directly online or through a Kickstart gateway, which will act as an intermediary and apply for funding on your behalf.

The Department for Work and Pensions are running a series of webinars to introduce employers to the benefits of the Kickstart Scheme. Following an overview of the scheme, there will be an opportunity to ask questions. Webinars will be held weekly on Microsoft Teams. To attend, register for free on [eventbrite](#).

Get your application in soon. Apply by Friday 17th December to take advantage of the Kickstart Scheme! For more information and how to apply visit [gov.uk/kickstart](https://www.gov.uk/kickstart).