

National Apprenticeship Week 2022

HBF Member Guide

What is it about?

National Apprenticeship Week **#NAW2022** is a weeklong celebration of apprenticeships and brings together businesses and apprentices to shine a light on the positive impact apprenticeships can have. The week is now in its 15th year and the theme this year is 'build the future', reflecting on how apprenticeships can help individuals develop the skills and knowledge for a rewarding career.

HBF and its members routinely support National Apprenticeship Week, which will take place between the **7th -13th February** this year and have pulled a number of resources and activities together to help members get involved. Remember to use the hashtags **#NAW2022** **#BuildTheFuture** in your planned activities so that they can easily be found on social.



How to get involved?

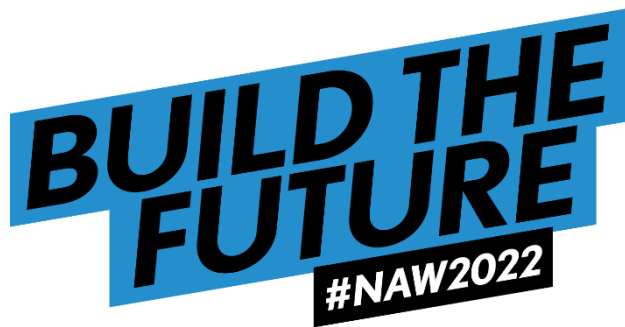
There are a number of ways you and your organisation can get involved and promote the variety of great apprenticeships available in the home building Industry. We know your time is important, so we have listed below a couple of opportunities to suit your engagement needs. If you have any questions, please email skillspartnership@hbf.co.uk and we would be happy to help support your initiatives for Apprenticeship Week.



1. Social media toolkit

We have created a social media toolkit for National Apprenticeship Week and encourage members to take part each day by promoting messages on the toolkit via their own social media channels. The messages will direct people to www.housebuildingcareers.org.uk our dedicated career website that provides visitors with further information on careers available within the home building sector.

To take part and download the social media toolkit, visit our member section at www.hbf.co.uk/policy/skills-partnership-attract-campaign/. You can also incorporate your own website links and company information into these messages. If you have any questions, please email skillspartnership@hbf.co.uk.



2. Spread the word

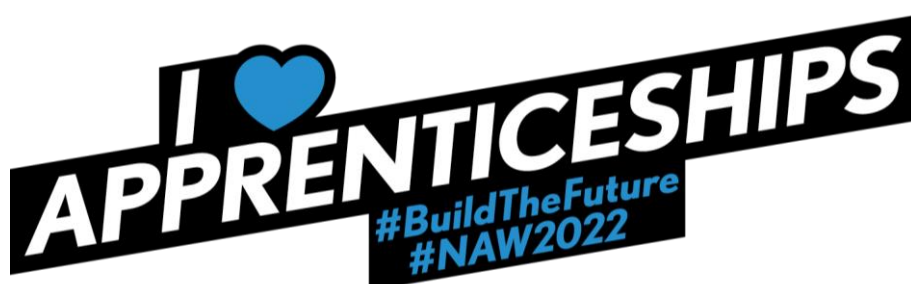
The Department for Education (DfE) dedicated apprenticeship website has created a toolkit of activities and given employers a couple of ways to get involved in the week.

- **Events** – If you have any events you are hosting in-person or virtually, email the.week@education.gov.uk and let them know. An event listing is being developed for their stakeholders and your events can also be advertised on social. When you are promoting your event remember to add the hashtag **#NAW2022** so it can be easily found.
- **Launch Tweet** – Look out for the **@Apprenticeships** launch tweet on Monday 7th February, HBF will be resharing this on its social channels but having it on your

channels will help to get the week trending with audiences. Last year National Apprenticeship trended at #1.

- **Gen involved in #AskAnEmployer** – The Apprenticeships team is continuing its successful Q&A session with employers on social media with an opportunity for businesses to help answer any questions and showcase the variety of careers in their industry. To take part use the hashtag **#AskAnEmployer** between 12 noon and 2pm on 8th February.

There are lots of other ways for you to take part, you can access the [full toolkit here](#) and there are lots of logos and social media assets for you to use too.



3. Case Studies and Vacancies

National Apprenticeship Week is about encouraging those to consider an apprenticeship and we want to be able to showcase these opportunities in the home building industry. If you are looking for any apprentices or graduate roles to fill, get in touch and we would be happy to help you advertise these opportunities through our school and college contacts and on social media.

We have also created a webpage at www.hbf.co.uk/NAW focussing on apprenticeships and other entry roles in the home building industry. If you would like to feature stories from your own organisations, drop us an email at skillspartnership@hbf.co.uk.

Thank you for your support and for taking part in National Apprenticeship Week 2022. We have also included some helpful social media handles below.

@HomeBuildSkills
@HomeBuildCareer
@Apprenticeships
@AmazingAppsUK