# A picture containing drawing Description automatically generatedSpeak Up Month 2021

# Communications Toolkit

## Speak Up Listen Up Follow Up

## Background

October 2021 will be the fourth Speak Up Month.

Speak Up Month is an opportunity to raise awareness and the difference which Freedom to Speak Up is making.

This year the National Guardian’s Office is encouraging everyone to play their part to Speak Up, Listen Up and Follow Up.

We are planning a national campaign to illustrate the part which we all play in fostering a culture where people can speak up and be confident they will be listened to and that action will follow for learning and improvement.

If you would like to be part of the national campaign, your contribution will be posted onto our website [www.nationalguardian.org.uk](http://www.nationalguardian.org.uk) and shared on our social media channels on [Twitter](https://twitter.com/NatGuardianFTSU) and [LinkedIn](https://www.linkedin.com/company/national-guardian's-office/). Please [get in touch](mailto:comms@nationalguardianoffice.org.uk) if you would like to get involved

We will use the hashtags #SpeakUpListenUpFollowUp in addition to our usual hashtag #FTSU and for guardians #SpeakUpToMe

## Core messages

We have drafted a [generic text for articles/bulletins](https://nationalguardian.org.uk/wp-content/uploads/2021/08/SUM-article-2021.docx) which you are free to adapt and use within your organisation and add in supportive messages from your senior leadership

## Social Media

These sample tweets can also be adapted for other social media platforms like LinkedIn, Facebook or Instagram

### Tweet 1

Welcome to Speak Up Month 2021.

Everyone has a part to play to #SpeakUpListenUpFollowUp

By working together, we can foster an open culture where people are listened to and learning and improvement is welcomed #FTSU

### Tweet 2

Have you completed the #SpeakUpListenUpFollowUp e-learning yet?

Once you have, submit a #SpeakUpPledge here: <https://www.e-lfh.org.uk/programmes/freedom-to-speak-up/>

#FTSU

### Tweet 3

We all have a voice that counts

Speaking up is a gift because it gives an opportunity for improvement.

Take the #SpeakUpListenUpFollowUp e-learning here and submit a #SpeakUpPledge

<https://www.e-lfh.org.uk/programmes/freedom-to-speak-up/>

#FTSU

### Tweet 4

When someone speaks up, it is important we listen up.

Part 2 of the #SpeakUpListenUpFollowUp e-learning focuses on listening to concerns and understanding barriers to speaking up

<https://www.e-lfh.org.uk/programmes/freedom-to-speak-up/>

#FTSU

### Tweet 5

When leadership #FollowUp this promotes a culture where everyone has a voice.

Look out for Follow Up, the final module of the #SpeakUpListenUpFollowUp e-learning package, out soon #FTSU

<https://nationalguardian.org.uk/speaking-up/training-for-workers/>

Hashtags: #SpeakUpListenUpFollowUp  
#FTSU or if you are a guardian you can use #SpeakUpToMe

Feel free to tag @NatGuardianFTSU on your posts on Twitter or <https://www.linkedin.com/company/national-guardian%27s-office> on LinkedIn.

## Imagery

You can download these and other resources from

<https://nationalguardian.org.uk/additional-resources-for-ftsu-guardians/speak-up-month-resources-for-guardians/#>

#### Twitter cards

We have twitter cards to complement your social media posts which you are welcome to use to promote your own blogs or content about Speak Up Month. Samples are below and can be downloaded from [the resources page](https://nationalguardian.org.uk/additional-resources-for-ftsu-guardians/speak-up-month-resources-for-guardians/)

A picture containing text, toy, doll, vector graphics

Description automatically generatedA picture containing text, toy, vector graphics, screenshot

Description automatically generatedGraphical user interface, text

Description automatically generatedText

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#### Email signature

An email footer can be [downloaded from the website](https://nationalguardian.org.uk/wp-content/uploads/2021/08/SuM21-Email-footer.png).



## Other marketing collateral

Guardians can access other marketing collateral and download resources from the NGO website at [https://nationalguardian.org.uk/additional-resources-for-ftsu-guardians/speak-up-month-resources-for-guardians/#](https://nationalguardian.org.uk/additional-resources-for-ftsu-guardians/speak-up-month-resources-for-guardians/)

These include: poster, virtual background, word search and pledge cards

## Videos

We will be sharing videos throughout the month, so please follow the NGO [YouTube channel.](https://www.youtube.com/channel/UC4_b44gnRLYElCmSioBievQ)

Make a Pledge <https://youtu.be/Uiqllc1QcSw>

These videos may also be helpful:

What is speaking up? <https://youtu.be/_KCt6240CjA>

An insight into speaking up <https://youtu.be/BIFX8ZAWezY>

Why Freedom to Speak Up matters <https://youtu.be/CPhIxQOc0Rc>

Being a Freedom to Speak Up Guardian <https://youtu.be/B8z7jYf4GL0>

## National Guardian’s Office

Comms Team Contact details: [comms@nationalguardianoffice.org.uk](mailto:comms@nationalguardianoffice.org.uk)

* Website: [www.nationalguardian.org.uk](http://www.nationalguardian.org.uk)
* Twitter @NatGuardianFTSU
* LinkedIn <https://www.linkedin.com/company/national-guardian's-office/>
* YouTube <https://www.youtube.com/channel/UC4_b44gnRLYElCmSioBievQ>