

Speak Up Month 2022

Communications Toolkit



#FTSUforEveryone

Background

For this October's Speak Up Month, our theme is #FTSUforEveryone and we will be focusing on the impact Freedom to Speak Up can bring for safety, civility and inclusion.

Speak Up Month is an opportunity to raise awareness and the difference which Freedom to Speak Up is making. October 2022 will be the fifth Speak Up Month.

If you would like to be part of the national campaign, your contribution will be posted onto our website www.nationalguardian.org.uk and shared on our social media channels on [Twitter](#) and [LinkedIn](#). Please [get in touch](#) if you would like to get involved

We will use the hashtags #FTSUforEveryone, and #SpeakUpforSafety - #SpeakUpforCivility and #SpeakUpforInclusion in addition to our usual hashtag #FTSU and for guardians #SpeakUpToMe

Core messages

We have drafted a [generic text for articles/bulletins](#) 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 2022.

Everyone has a part to play to make speaking up business as usual

We are working to make speaking up business as usual, so that everyone can speak up and feel listened to and that actions will be taken for learning and improvement

#FTSUForEveryone

Tweet 2

Speaking up is a gift because it gives an opportunity for improvement, for the benefit of people who use our services and our colleagues who work in them.

Let's #SpeakUpForSafety

Tweet 3

Working together as a team and treating everyone with respect makes for a great place to work and better outcomes for people who use our services.

Let's #SpeakUpForCivility

Tweet 4

We all have a voice that counts.

Speaking up and listening well supports equality, inclusion and diversity

Let's #SpeakUpForInclusion

Tweet 5

If we speak up and listen well, we can create a safer, kinder, more inclusive workplaces for everyone

Hashtags: #FTSUforEveryone

#SpeakUpforSafety

#SpeakUpforCivility

#SpeakUpforInclusion

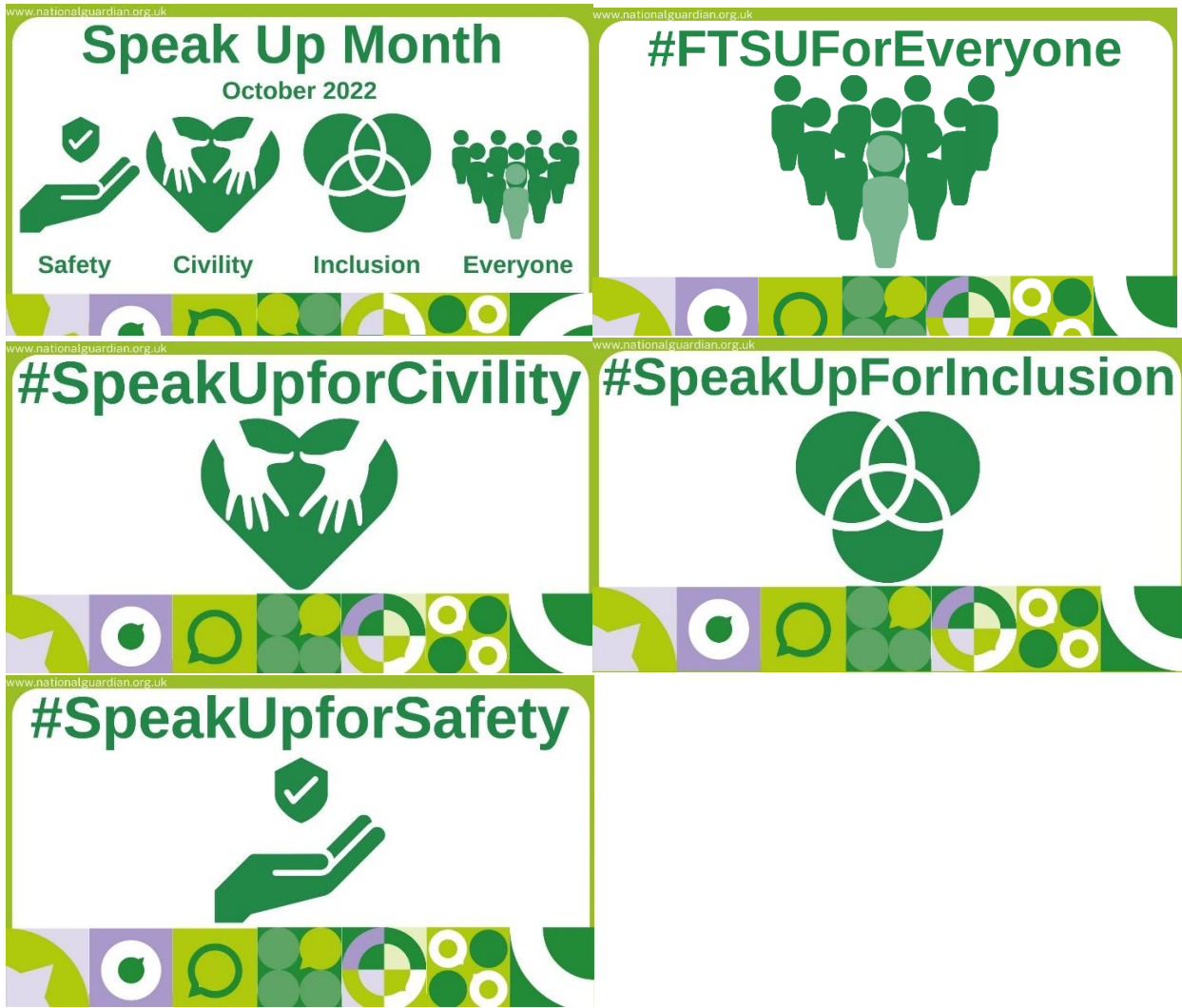
#FTSU or if you are a guardian you can use #SpeakUpToMe

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

Imagery

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 <https://nationalguardian.org.uk/resources/speak-up-month-2022-resources/>



Email signature

An email footer can be [downloaded from the website](https://www.nationalguardian.org.uk).



Other marketing collateral

Guardians can access other marketing collateral and download resources from the NGO website at <https://nationalguardian.org.uk/resources/speak-up-month-2022-resources/>

These include: poster, virtual background and pledge cards – more will be added so please check back. Please [get in touch](#) if you have any ideas you would like us to add – we will do our best to help.

Videos

We will be sharing videos throughout the month, so please follow the NGO [YouTube channel](#).

These videos may also be helpful:

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

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

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

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

Handy free tools you can use to create your own materials

Other apps are available, but these are some free resources

- Canva is a free design tool which is easy to use to design your own social media posts, posters and presentations <https://www.canva.com/>
- [Hootsuite](#) or [Tweetdeck](#) are useful to schedule social media posts
- You can use your smart phone to record videos and upload and share to social media. There are free editing tools like iMovie or [Kinemaster](#)

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