

Speak Up Month 2023

Communications Toolkit



#BreakingFTSUBarriers

Background

Every year in October we celebrate Speak Up Month – a month to raise awareness of Freedom to Speak Up and make speaking up business as usual for everyone.

The theme for this year's Speak Up Month is Breaking Barriers. October 2023 will be the sixth 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 X (formerly [Twitter](#)) and [LinkedIn](#). Please [get in touch](#) if you would like to get involved

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

Core messages

We have drafted a [generic text for articles/bulletins](#), available on the password protected area, which you are free to adapt and use within your organisation and add in supportive messages from your senior leadership

Find a Freedom to Speak Up poem

As part of this October's Speak Up Month campaign, we are seeking Freedom to Speak Up poems.

National Poetry Day is 5th October and as part of the celebrations, we'd love to share poems from people working across the healthcare sector sharing what Freedom to Speak Up means to them.

We have created [a poster](#) that you can use to advertise the campaign in your own organisations and speak up networks.

Submit your poems via the [NGO website](#).

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 2023.

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

We are working to remove the barriers to speaking up, so that everyone can speak up and feel listened to and that actions will be taken for learning and improvement

#BreakingFTSUBarriers

Tweet 2

This Speak Up Month, let's highlight the barriers to speaking up, and give people the confidence to overcome these barriers and make speaking up business as usual.

#BreakingFTSUBarriers

Tweet 3

Being afraid of what might happen or feeling that you won't be listened to can stop people from speaking up. Let's break down the barriers of fear and futility and make speaking up business as usual.

#BreakingFTSUBarriers

Hashtag: #BreakingFTSUBarriers

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

Feel free to tag @NatGuardianFTSU on your posts on Twitter, Instagram 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. Editable samples are below and can be downloaded from <https://nationalguardian.org.uk/resources/speak-up-month-2023/>



Email signature

An email footer can be [downloaded from the website](#).



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/Uiql1c1QcSw>

Handy free tools you can use to create your own materials

Take a look at the [Communications Toolkit](#) with ideas and resources to help you raise awareness in your organisation

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/>
- 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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