

# Appendix 1

## Work & Skills Over 50's Apprenticeship Campaign – sample publicity

### Examples of Tweets and Images



Manchester City Council @ManCityCouncil · Sep 19

Over 50s are sometimes overlooked for training opportunities, but they shouldn't be.

If you support your older employees in adding new skills to their years of existing experience, the sky's the limit.

Find out more here: [sccsi.in/tyGM](https://sccsi.in/tyGM)

#SeeDifferent

MYTH: THERE'S NO POINT IN HIRING WORKERS OVER 50 AS THEY'LL RETIRE QUICKLY.

452 views 0:02 / 0:08

Manchester City Council @ManCityCouncil

Our 2019 State of the City Report shows the amount of residents with no formal qualifications has reduced. However, 1 in 10 residents still have no qualifications - particularly the over-50s, so we are working with partners to support them to gain skills. [sccsi.in/WZrGg](https://sccsi.in/WZrGg)

Qualifications

Those with very low qualifications or none at all:

- 32% aged 50 and over
- 14% aged 16-24

Manchester City Council @ManCityCouncil · Sep 22

Over 50?

Whether you want to reenter the workforce or stay up to date with the current landscape, an apprenticeship could be the ideal way to learn new skills and develop your career.

What will your next chapter be?

Find out more here: [sccsi.in/tyGM](https://sccsi.in/tyGM)

#SeeDifferent

Want to stay up to date with everything to do with apprenticeships, work, and skills? Follow us on Twitter.

MCC Work and Skills @MCCWorkSkills · See 0

Thinking about completing an apprenticeship but not feeling confident with your English, Maths or Digital skills? There are organisations in the city built as apprenticeships @sccsi.in/tyGM who can help you. Find out more at [sccsi.in/tyGM](https://sccsi.in/tyGM)

Manchester City Council @ManCityCouncil

SKILLS! Want to gain new skills? [sccsi.in/tyGM](https://sccsi.in/tyGM)

MCC Work and Skills @MCCWorkSkills · See 0

We are looking for an Apprenticeship Business Support Officer to join our team. If you are a Manchester Resident & interested in the opportunity, why not take a look at the role profile at: <https://www.manchester.gov.uk/jobs/2019/09/12/2019-09-12-2019>. Application deadline is 12.28.2019

MANCHESTER CITY COUNCIL

MCC Work and Skills @MCCWorkSkills · Sep 25

Earning while you're learning... sounds pretty good, right? No matter what your age or your work history, an apprenticeship is the perfect way to develop your career or kick-start a brand new one. #Apprenticeship #RetainForwardment @grahamco @GoodEmpChange @MCC\_SkillsTeam

THE FUTURE IS NOW

Are you over 50 and looking for work or career progression? Did you know that apprenticeships are open to people of all ages? An apprenticeship can enhance your skills and boost your confidence.

EXPERIENCE RETRAIN OPPORTUNITY JOB  
CAREER PROGRESSION  
LEARNING APPRENTICESHIP NEW  
HEALTH STUDY FRIENDS  
OVER 50'S DEVELOPMENT TRAINING  
WORK FLEXIBILITY EARNING EMPLOYMENT  
UPSKILL SKILLS CHANGE

TO FIND OUT MORE VISIT [WWW.APPRENTICESHIPS.GOV.UK](https://www.apprenticeships.gov.uk)

Want to stay up to date with everything to do with apprenticeships, work, and skills? Follow us on Twitter.