



Thank you for your support to promote Learning and Work Institute's Adult Learners' Week campaign through your social media and marketing channels. Please see below social media handles and hashtags, suggested template posts, branded images, and a newsletter item to use across your communications channels. Please note, we'll also be publishing a campaign toolkit / marketing resources which will be available to download from our website in the coming weeks.

**Social media handles:**

Twitter - [@learnworkcymru](#)

Facebook - [@learningandworkinstitute](#)

Instagram - [@learnworkcymru](#)

YouTube - [Learning and Work Institute Wales](#)

**Hashtags:** #neverstoplearning #adultlearnersweek

**Suggested social media posts:** please use the correct handle and feel free to add emojis to the social template posts to emphasise messaging.

English post	Welsh post
<p>Join <a href="#">@[TAG L&amp;W Handle]</a> #AdultLearnersWeek campaign this September.</p> <ul style="list-style-type: none"> <li>Organise and register your events &amp; courses to the Adult Learners' Week platform</li> <li>Promote your provision</li> <li>Write an article or share your research</li> <li>Celebrate #adultlearning stories</li> <li>Share the benefits of lifelong learning</li> </ul> <p><a href="https://adultlearnersweek.wales/information-for-providers/">https://adultlearnersweek.wales/information-for-providers/</a> #neverstoplearning</p>	<p>Ymunwch ag ymgyrch #WythnosAddysgOedolion <a href="#">@[TAG L&amp;W handle]</a> y mis Medi hwn.</p> <ul style="list-style-type: none"> <li>Trefnwch a chofrestrwch eich digwyddiadau a chysiau ar lwyfan Wythnos Addysg Oedolion</li> <li>Hyrwyddwch eich darpariaeth</li> <li>Ysgrifennwch erthygl neu rannu eich gwaith ymchwil</li> <li>Dathlwch hanesion #dysguoedolion</li> </ul> <p>Rhannwch fanteision dysgu gydol oes <a href="https://adultlearnersweek.wales/information-for-providers/">https://adultlearnersweek.wales/information-for-providers/</a> #dalatiidysgu</p>
<p>Join <a href="#">@[TAG L&amp;W handle]</a> Adult Learners' Week campaign partnership. Promote adult learning opportunities &amp; celebrate lifelong learning throughout September with a focused week taking place from 18 – 24 September. Register your activity: <a href="https://adultlearnersweek.wales/my-account/">https://adultlearnersweek.wales/my-account/</a> #neverstoplearning</p>	<p>Ymunwch â phartneriaeth ymgyrch Wythnos Addysg Oedolion <a href="#">@[TAG L&amp;W handle]</a> . Hyrwyddwch gyfleoedd dysgu oedolion a dathlu dysgu gydol oes trwy fis Medi gydag wythnos benodol yn digwydd o 18 i 24 Medi. Cofrestrwch eich gweithgaredd. <a href="https://adultlearnersweek.wales/my-account/">https://adultlearnersweek.wales/my-account/</a> #dalatiidysgu</p>
<p>Join us and <a href="#">@[TAG L&amp;W handle]</a> for the annual lifelong learning celebration this September. Share the best of adult learning &amp; promote your programme of activity for the campaign. Find out more about #AdultLearnersWeek: <a href="https://adultlearnersweek.wales/information-for-providers/">https://adultlearnersweek.wales/information-for-providers/</a> #neverstoplearning</p>	<p>Ymunwch â ni a <a href="#">@[TAG L&amp;W handle]</a> ar gyfer y dathliad dysgu gydol oes y mis Medi hwn. Rhannwch y gorau o ddysgu oedolion a hyrwyddo eich rhaglen o weithgareddau ar gyfer yr ymgyrch. Dysgwch ragor am #WythnosAddysgOedolion: <a href="https://adultlearnersweek.wales/information-for-providers/">https://adultlearnersweek.wales/information-for-providers/</a> #dalatiidysgu</p>

@[TAG L&W handle] Adult Learners' Week is set to take place from 18<sup>th</sup> – 24<sup>th</sup> September 2023. We're thrilled to be taking part to celebrate & promote adult learning throughout September. Join the network of campaign partners: <https://adultlearnersweek.wales/information-for-providers/>

Bydd Wythnos Addysg Oedolion @[TAG L&W handle] yn digwydd rhwng 18 a 24 Medi 2023. Rydym yn falch o fod yn cymryd rhan i ddathlu a hyrwyddo dysgu oedolion trwy fis Medi. Ymunwch â'r rhwydwaith o bartneriaid yr ymgyrch: <https://adultlearnersweek.wales/information-for-providers/>

**Adult Learners' Week promotional images:**

Click on the links below to download a range of promotional campaign images. Please feel free to use these images in the build up to and during Adult Learners' Week.

	<a href="#">Download English language images</a>	<a href="#">Download Welsh language images</a>
<b>Campaign dates</b>		
<b>Campaign strapline</b>		
<b>Join the partnership this September</b>		
<b>Campaign month</b>		

**Newsletter piece:**

**English copy:**

**Join Learning and Work Institute's Adult Learners' Week partnership this September**

Adult Learners' Week will take place from 18<sup>th</sup> – 24<sup>th</sup> September across Wales. The entire of month of September will highlight the value of lifelong learning, celebrate the achievements of people, projects and organisations in Wales championing adult learning, and signpost

hundreds of learning opportunities and advice and guidance. The campaign aims to inspire people to seek advice and guidance on the opportunities available to them to upskill, to improve their confidence and wellbeing, to flourish in their careers and develop a love for learning throughout life. Learning and Work Institute are inviting adult learning providers across Wales to [register their activities](#) which will be promoted as part of the multi-media Wales wide campaign.

[Adult Learners' Week funding is also available for organisations in Wales](#) who wish to deliver outreach, promotional activity, or online tasters for the campaign week and throughout the month of September.

More information about Adult Learners' Week can be found [on L&W's website](#) or contact [alwevents@learningandwork.org.uk](mailto:alwevents@learningandwork.org.uk) if you have any questions about the campaign.

### ***Welsh copy:***

### **Ymunwch â phartneriaeth Wythnos Addysg Oedolion y Sefydliad Dysgu a Gwaith y mis Medi hwn.**

Bydd Wythnos Addysg Oedolion yn digwydd rhwng 18 a 24 Medi ledled Cymru. Bydd mis Medi ar ei hyd yn amlygu gwerth dysgu gydol oes, yn dathlu llwyddiannau pobl, prosiectau a sefydliadau yng Nghymru sy'n hyrwyddo dysgu oedolion, ac yn cyfeirio at gannoedd o gyfleoedd dysgu a chyngor ac arweiniad. Nod yr ymgyrch yw ysbrydoli pobl i chwilio am gynngor ac arweiniad am y cyfleoedd sydd ar gael i uwchsgilio, i wella eu hyder a'u llesiant, i ffynnu yn eu gyrfaedd a datblygu cariad at ddysgu trwy gydol eu hoes. Mae'r Sefydliad Dysgu a Gwaith yn gwahodd darparwyr addysg oedolion o bob rhan o Gymru i [gofrestru eu gweithgareddau](#) a fydd yn cael eu hyrwyddo fel rhan o'r ymgyrch aml-gyfrwng trwy Gymru.

[Mae cyllid Wythnos Addysg Oedolion hefyd ar gael i sefydliadau yng Nghymru](#) sy'n dymuno darparu digwyddiadau allestyn, gweithgareddau hyrwyddo, neu gyrsiau blasu ar-lein ar gyfer wythnos yr ymgyrch a thrwy gydol mis Medi.

Ceir rhagor o wybodaeth am Wythnos Addysg Oedolion ar [wefan Dysgu a Gwaith](#) neu cysylltwch â [alwevents@learningandwork.org.uk](mailto:alwevents@learningandwork.org.uk) os oes gennych unrhyw gwestiynau am yr ymgyrch.

### ***Useful links:***

- Adult Learners' Week website: <https://www.adultlearnersweek.wales/>
- Adult Learners' Week information for providers: <https://adultlearnersweek.wales/information-for-providers/>  
Information also hosted on the L&W website: <https://www.learningandwork.wales/what-we-do/adult-learners-week/>
- Adult Learners' Week provider log in area: <https://adultlearnersweek.wales/my-account/>

**If you need any assistance or have any questions about this document, please email [alwevents@learningandwork.org.uk](mailto:alwevents@learningandwork.org.uk)**