



Media Pack for Businesses

We hope you are looking forward to taking part in Leading Change. We would like you to share your experience on your own social media and websites. To help you do this, here are some pointers for creating and sharing content.

Important: when collecting / sharing media involving your student, please ensure you obtain correct permissions to do so. Please contact Nicola.woolley@cforlp.org.uk for more information.

Social Media

Below are our social media tags and some example texts to help with your social media promotion.

- Facebook: [@CentreforLP](#)
- LinkedIn: [@Centre for Leadership Performance](#)
- Instagram: [@CentreforLP](#)
- Twitter (X): [@CentreforLP](#)

Hashtags

#LeadingChange #Mentor #FutureLeaders #CumbriaBusiness #Barrow

Initial Share

Please use the below wording when promoting the programme:

- [We/Company name] are excited to be taking part in Leading Change with [school/college group].

The Leading Change programme provides us with a unique opportunity to inspire and nurture future aspirations and empower young people to make decisions, to make commitments and ultimately to make a difference to their communities.

This Leading Change programme is sponsored by Futureproof Cumbria via Zero Carbon Cumbria, funded by The National Lottery Community Fund and delivered by the Centre for Leadership Performance (CforLP) in collaboration with businesses like ours.

**#LeadingChange #Mentor
#FutureLeaders
#CumbriaBusiness #Barrow**



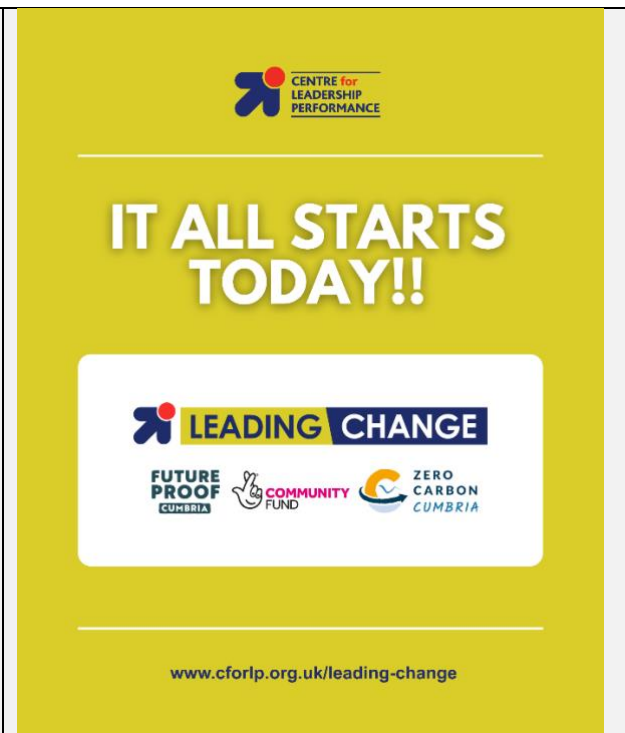
A yellow poster with the Centre for Leadership Performance logo at the top. The main text reads "WE ARE TAKING PART IN" in large white letters. Below this is a white box containing the "LEADING CHANGE" logo and the logos for Future Proof Cumbria, National Lottery Community Fund, and Zero Carbon Cumbria. At the bottom, the website address www.cforlp.org.uk/leading-change is displayed.

Start of Project

- Today, [We/Company name] are excited to meet the young people of [school/college group] to begin the Leading Change programme.

This week, we will be supporting the students to come up with an idea that will make a sustainable change to their community.

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A yellow poster with the Centre for Leadership Performance logo at the top. The main text reads "IT ALL STARTS TODAY!!" in large white letters. Below this is a white box containing the "LEADING CHANGE" logo and the logos for Future Proof Cumbria, National Lottery Community Fund, and Zero Carbon Cumbria. At the bottom, the website address www.cforlp.org.uk/leading-change is displayed.

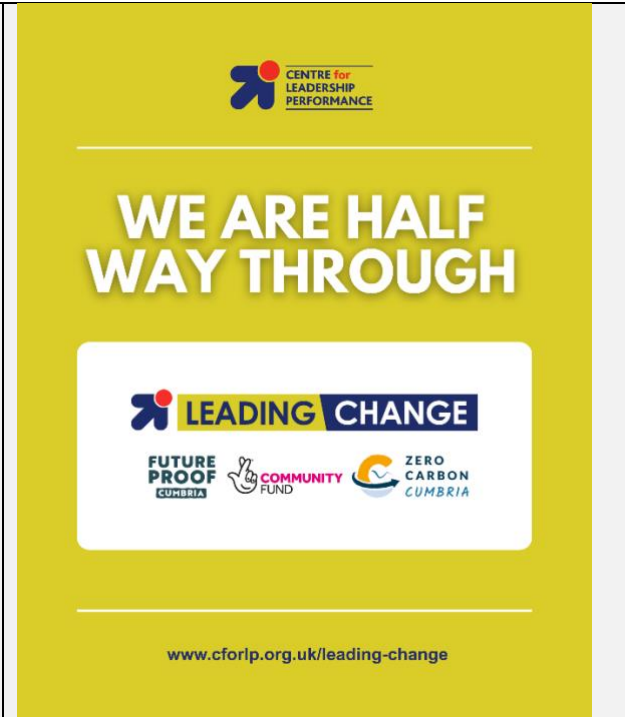
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Mid Project

- Our Leading Change students at [school/college group] are halfway through their time with us. So far, they have (some examples of activities or tasks).

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A yellow graphic with the Centre for Leadership Performance logo at the top. The main text reads "WE ARE HALF WAY THROUGH" in large white letters. Below this is a white box containing the "LEADING CHANGE" logo and the logos for Future Proof Cumbria, Community Fund, and Zero Carbon Cumbria. At the bottom, the website address www.cforlp.org.uk/leading-change is displayed.

Celebration Event

- Today, we are celebrating the incredible accomplishments of the inspiring young people from [school/college group] who took part in the Leading Change programme.

Over the past few months, we have supported these young people on their mission to create sustainable change in their community by [describe their idea]. We're truly amazed by their dedication, and we're privileged to have played a part in supporting their journey.

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A yellow graphic with the Centre for Leadership Performance logo at the top. The main text reads "TODAY WE CELEBRATE" in large white letters. Below this is a white box containing the "LEADING CHANGE" logo and the logos for Future Proof Cumbria, Community Fund, and Zero Carbon Cumbria. At the bottom, the website address www.cforlp.org.uk/leading-change is displayed.

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**Please follow this link to download any of the above graphics:
[Download Graphics](#)**

Logo Banner

The Leading Change programme is sponsored by Futureproof Cumbria via Zero Carbon Cumbria, funded by The National Lottery Community Fund and we have a commitment to promote their sponsorship in any communications or social media post. Please copy and use the Leading Change logo banner here:



**If you have any questions or require further guidance on the above, please contact
Nicola.woolley@cforlp.org.uk**

Good luck and we can't wait to see some of your posts and activity!