

 LEADING CHANGE

# Media Pack for Schools and Colleges

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](mailto:Nicola.woolley@cforlp.org.uk) for more information.**

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## Content Collection

### Ideas:

- ✎ Ask someone to record an interview using your phone, of you chatting to your students about how they found their week or about their project and how they are leading change.
- ✎ Take plenty of photos to monitor progress of the group's work throughout the programme; smiley action shots are great!

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## Social Media

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


- ✎ Facebook: [@CentreforLP](https://www.facebook.com/CentreforLP)
- ✎ LinkedIn: [@Centre for Leadership Performance](https://www.linkedin.com/company/Centre-for-Leadership-Performance)
- ✎ Instagram: [@CentreforLP](https://www.instagram.com/CentreforLP)
- ✎ Twitter (X): [@CentreforLP](https://twitter.com/CentreforLP)

## Hashtags

***#LeadingChange #FutureLeaders #Cumbria #Barrow***

## Initial Share

Please use the below wording when promoting the programme:

- 
**[school/college group]** are excited to be taking part in Leading Change with support from business mentors at **[Company name]**. The Leading Change programme provides us with a unique opportunity to inspire and nurture future aspirations and empower our students 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**



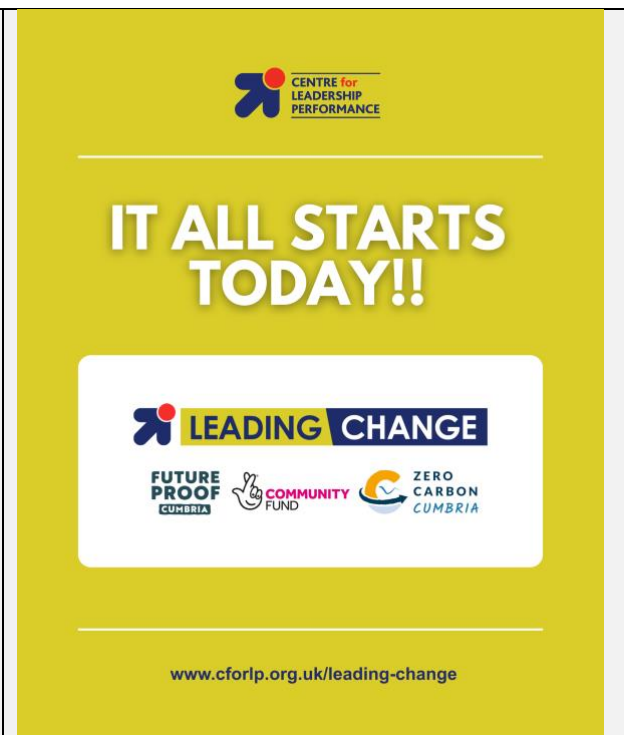
The poster features a yellow background with the Centre for Leadership Performance logo at the top. The main text reads "WE ARE TAKING PART IN" in large white letters. Below this is a white box containing the "LEADING CHANGE" logo and the logos for Future Proof Cumbria, Community Fund, and Zero Carbon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

## Start of Project

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 Today, **[school/college group]** students are excited to meet our business mentors from **[Company name]** to begin the Leading Change Programme.

This week, we will be coming up with an idea that will make a sustainable change to our community.

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The poster features a yellow background 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, Community Fund, and Zero Carbon Cumbria. At the bottom, the website address [www.cforlp.org.uk/leading-change](http://www.cforlp.org.uk/leading-change) is displayed.

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## Mid Project

- Our students are halfway through the Leading Change programme. So far, our students have (some examples of activities or tasks).

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#Barrow**



A yellow graphic with the Centre for Leadership Performance logo at the top. The main text reads "WE ARE HALF WAY THROUGH". Below this is a white box containing the "LEADING CHANGE" logo and 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 our students who took part in the Leading Change programme. Over the past few months, [Company name] have supported our students on their mission to create sustainable change to their community! We think their idea to [describe their idea] is fantastic!

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A yellow graphic with the Centre for Leadership Performance logo at the top. The main text reads "TODAY WE CELEBRATE". Below this is a white box containing the "LEADING CHANGE" logo and 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.

<p><b>#LeadingChange #Mentor #FutureLeaders #CumbriaBusiness #Barrow</b></p>	
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Please follow this link to download any of the above graphics:  
[Download Graphics](#)

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## 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](mailto:Nicola.woolley@cforlp.org.uk)

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