



Llywodraeth Cymru
Welsh Government

USE YOUR VIEWS

**A COMMUNICATIONS
TOOLKIT FOR PARTNERS**

CONTENTS

INTRODUCTION	3
WEBSITE COPY	4
TEMPLATE E-BULLETIN	5
POSTER	6
SOCIAL MEDIA POSTS	7
SOCIAL MEDIA CONTENT	12
CONTACTS	13

INTRODUCTION

WE ALL WANT TO SEE POSITIVE CHANGE IN WALES.

But for democracy in Wales to work for everyone, we need more people to get involved. This year, for the first time, young people aged 16-17 will have the opportunity to vote in the Senedd elections.

We want those young people, and everyone else who is impacted by democratic decisions in Wales, to get the chance to have their voices heard by participating in Welsh democracy. That's what the 'Use Your Views' campaign is all about.

We're calling for the people of Wales to put their views to good use and take action to help affect positive change in the areas they care about most, by...

- Voting in the Senedd elections
- Starting or signing a petition
- Sharing their opinion on a consultation
- Contacting their elected representatives
- Or even standing for election themselves

That's where you come in.

This communications toolkit contains everything you need to help us get the message out to people across Wales and encourage them to participate in democracy – from copy for your website to a template e-bulletin and social media posts.

Thank you for supporting our campaign, together we can help the people of Wales put their views to good use.

WEB COPY

The following copy has been drafted for you to upload to your website, include in your regular newsletter or upload to your company intranet. Feel free to amend or tweak this copy as needed to ensure it resonates with your audiences.

WALES, PUT YOUR VIEWS TO GOOD USE.

At **[COMPANY NAME]**, we're proud to be joining Welsh Government in calling for more people across Wales to engage with democracy and have their voices heard.

We all want to see positive change in Wales. But, for democracy in Wales to work for everyone, we need more people to get involved.

And while it's pointless muttering at the dog about the litter in your street – and moaning into your laptop isn't going to increase local job opportunities – there plenty of positive things you can do to make a difference.

From voting in this years' Senedd elections to contacting your elected representatives and signing or starting a petition, there are lots of ways you can get involved. You could even stand for election to represent your community.

To find out more about how you can put your views to good use, head to: gov.wales/use-your-views.

TEMPLATE E-BULLETIN

We've prepared the following e-bulletin copy for you to issue to your mailing lists both internally and externally.

○○○

Subject:

WALES, PUT YOUR VIEWS TO GOOD USE.

We all want to see positive change in Wales. But, for democracy in Wales to work for everyone, we need more people to get involved.

That's why we're proud to be joining Welsh Government in calling for more people across Wales to engage with politics and have their voices heard.

It's pointless muttering at your dog about the litter in your street – and moaning into your laptop isn't going to increase local job opportunities – but there plenty of positive things that you can do to make a difference.

From voting in this years' Senedd elections to contacting your elected representatives and signing or starting a petition, there are lots of ways you can get involved. You could even stand for election to represent your community.

To find out more about how you can put your views to good use, head to: gov.wales/use-your-views.

POSTER

We've created posters for you to print out and display in any open premises, included in your pack. If you've moved online, you could use them on your website or share on your social media channels.

**GRUMBLING AT YOUR TV
WON'T HELP TACKLE
CLIMATE CHANGE**

**BUT STARTING A
PETITION MIGHT**

We all want to see positive change in Wales. But giving your TV an earful isn't going to make a difference. It doesn't matter whether you're young or old, born here or simply call Wales home, you can help shape the country you live in. You've got views, so do something positive with them. **Search: Use Your Views**

PUT YOUR VIEWS TO GOOD USE

**YOUR BREAKFAST
DOESN'T CARE ABOUT
IMPROVING WASTE
COLLECTION SERVICES**

**BUT YOUR LOCAL
COUNCILLOR WILL**

We all want to see positive change in Wales. But giving your breakfast an earful isn't going to make a difference. It doesn't matter whether you're young or old, born here or simply call Wales home, you can help shape the country you live in. You've got views, so do something positive with them. **Search: Use Your Views**


PUT YOUR VIEWS TO GOOD USE

SOCIAL COPY

We've prepared social media posts for you to use on your own channels, feel free to pick and choose posts that will most resonate your audiences and amend as needed.

Facebook -

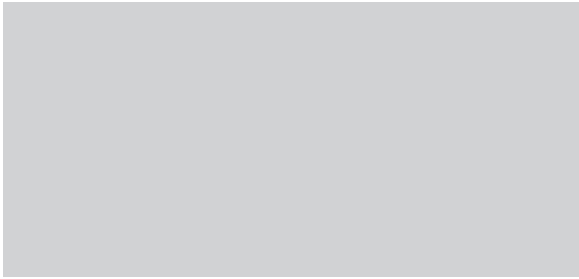
NEW POST




 **DEMOCRATIC RENEWAL**
2 HRS

Do you have a view on how things could be done better in Wales? 😊


We're joining Welsh Government in calling for people across Wales to put their views to good use by getting involved in democracy 🗳️

Make sure your voice is heard, head to:
gov.wales/use-your-views



 LIKE  COMMENT  SHARE

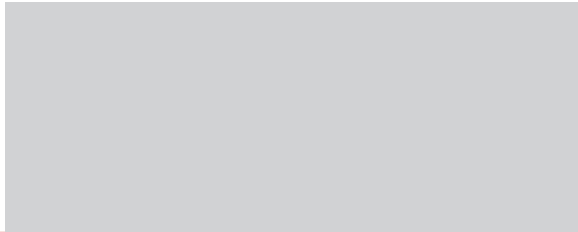
NEW POST




 **DEMOCRATIC RENEWAL**
2 HRS

❌ MYTH: Getting involved in democracy just means standing for election.

✅ FACT: There are lots of positive things you can do to take part in democracy in Wales, from voting in the Senedd elections and starting or signing a petition to writing to your local Councillor.

Find out more, and get involved 🗳️
gov.wales/use-your-views

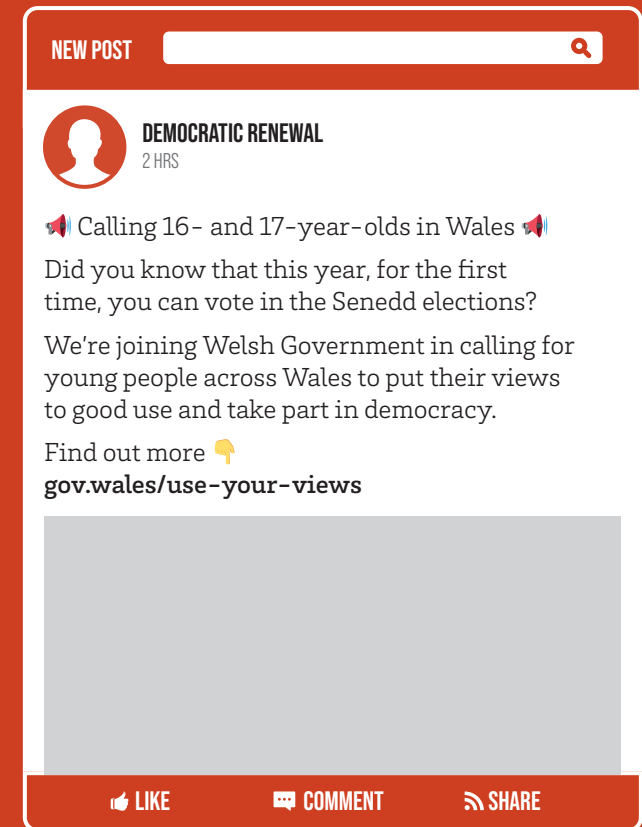
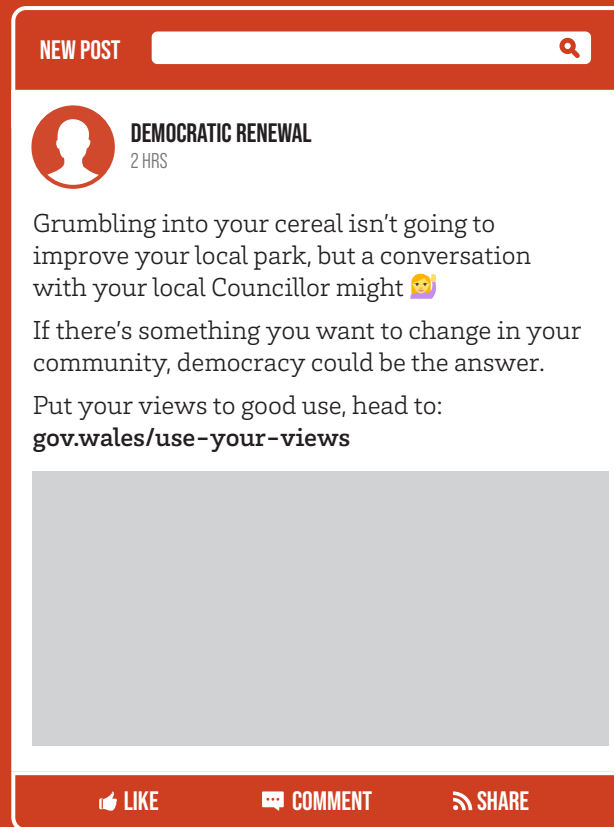


 LIKE  COMMENT  SHARE

SOCIAL COPY

We've prepared social media posts for you to use on your own channels, feel free to pick and choose posts that will most resonate your audiences and amend as needed.

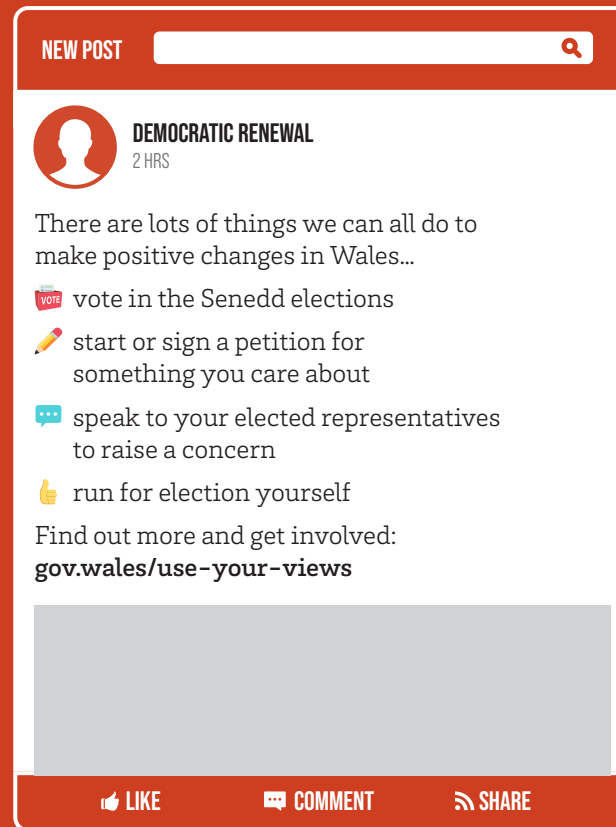
Facebook -



SOCIAL COPY

We've prepared social media posts for you to use on your own channels, feel free to pick and choose posts that will most resonate your audiences and amend as needed.

Facebook -




SOCIAL COPY

We've prepared social media posts for you to use on your own channels, feel free to pick and choose posts that will most resonate your audiences and amend as needed.

Twitter –

NEW TWEET


 How do you think things could be done better in Wales? 🤔

We're joining @WelshGovernment in calling people across Wales to put their views to good use by taking part in democracy 🗳️

Have your voice heard 🗳️
gov.wales/use-your-views

38 TWEET

NEW TWEET


 ❌ MYTH: Taking part in democracy just means standing for election.

✅ FACT: There are lots of positive things you can do to get involved.

Find out more 🗳️
gov.wales/use-your-views

29 TWEET


NEW TWEET

 Grumbling into your cereal isn't going to improve your local park, but a conversation with your local Councillor might 🗣️

See how you could make positive change for your community:
gov.wales/use-your-views

30 TWEET

NEW TWEET

 📣 Calling 16- and 17-year-olds in Wales 📣

Did you know that this year, for the first time, you can vote in the Senedd elections?

Put your views to good use 🗳️
gov.wales/use-your-views

32 TWEET

SOCIAL COPY

We've prepared social media posts for you to use on your own channels, feel free to pick and choose posts that will most resonate your audiences and amend as needed.

Twitter -



SOCIAL MEDIA CONTENT

We've created a suite of social media content to accompany the posts, included in your pack.





Llywodraeth Cymru
Welsh Government

**IF YOU HAVE ANY QUESTIONS ABOUT
THE CAMPAIGN OR WOULD LIKE
ANY FURTHER INFORMATION,
PLEASE CONTACT
ADRIAN.DEVEREUX@GOV.WALES**