

LET US OUT: SOCIAL MEDIA TOOLKIT

What’s the campaign all about?

We are actively campaigning for the Outdoor Education Bills in Scotland, Wales and England so every child can experience an outdoor residential.

These Bills address a fundamental need for equity in outdoor learning, a value that we firmly believe in at Outward Bound – That no matter who you are or where you are from, outdoor education should be available to every young person, not just those who can afford it.

**Our goal is clear:** to ensure that residential outdoor learning becomes an integral part of the curriculum across Britain.

How can you help?

The main goal of this campaign is to raise awareness of each of the Outdoor Education bills and why they matter.

That’s where we need all the help we can get. By talking about Let Us Out on social media, you can increase the reach of the campaign and help us to make a difference in the lives of young people.

Specifically, you can drive your followers to our webpage, where they can download a letter template to write to their MP, or download our Let Us Out graphics to show their support on their own social media accounts.

Suggested social media posts and assets

We’ve created some posts that you can copy and paste for easy sharing. However, we also highly encourage you to express your thoughts and contribute your unique voice to the cause.

Download visual assets, sized for each social media platform. You can also use PNG files to lay the campaign graphics over your own images.

* Graphics: <https://we.tl/t-vb83xy8As1>

Social posts:

1.

We support the proposed Outdoor Education Bills in Scotland, Wales and England, so every child can experience an outdoor residential before they leave school. YOU can help to make a difference – write to your MP! 📝 Download a letter template here: <https://ow.ly/IZw350PGqBO>

#LetUsOut

It’s time for every child to experience the power of an outdoor residential, no matter what their background. Stand up and take action – join us in supporting #LetUsOut: <https://ow.ly/3kXI50PGooL>

3.

Outdoor residential learning provides young people with rich life-changing experiences that build resilience, self-confidence and a deeper connection to the natural world. 🌄 Let’s make it a reality for all children in England, Scotland and Wales: <https://ow.ly/3kXI50PGooL> #LetUsOut

No matter who you are or where you are from, outdoor education should be available to every young person, not just those who can afford it. Stand up for the future of children in the UK and support the Outdoor Education Bills – find out how you can help: <https://ow.ly/IZw350PGqBO>

#LetUsOut

Young people are spending more time on screens…and less time in nature. Let’s help them to discover the power of the outdoors through a life-changing school residential. ⛰🌲🌻 Back the #LetUsOut campaign: <https://ow.ly/3kXI50PGooL>

**6.**

We want every child to have the chance to experience the power of an outdoor residential! Join us in supporting the #LetUsOut campaign to make outdoor residentials a part of the school curriculum. 🏞️✉️ Spread the word and make a difference with just one click: <https://ow.ly/3kXI50PGooL>

Hashtags and Handle

When talking about Let Us Out, make sure to include the #LetUsOut hashtag in your posts! By using this hashtag, we can unite all our messages and amplify our campaign's voice.

If you would like to reference The Outward Bound Trust in your posts, please tag our account so we can spot your post easily. Our handle for Facebook, Instagram, Twitter and TikTok is @outwardbounduk.

You can tag Outward Bound on LinkedIn by typing “@The Outward Bound Trust” and selecting our page from the dropdown.

Instagram story stickers

You can find lots of cool #LetUsOut stickers to use on your Instagram story posts – search @outwardbounduk in the sticker search bar.

Links

The URL for our campaign webpage is:

<https://www.outwardbound.org.uk/letusout>

**Contacts**

If you have any questions or require assistance with accessing the social media assets, please get in touch.

**Marketing and Communications Team**

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