



**SA Youth Week 2023**  
**24 March – 2 April**

**Communications Toolkit**



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# About SA Youth Week

SA Youth Week is South Australia's biggest celebration of young people aged 12-24.

In 2023, the program will run from **Friday 24 March to Sunday 2 April**.

SA Youth Week recognises the ideas, talents and contributions of young people to the South Australian community, and it includes a wide range of events by and for young people.

SA Youth Week is supported by the Department of Human Services (DHS).

## About this toolkit

This toolkit includes a variety of communication resources you can share with your staff, volunteers or stakeholders including:

- key messages
- editorial for your newsletter or website
- SA Youth Week logos
- social media graphics
- suggested content and hashtags
- posters.



## Spread the word

There are many ways to promote SA Youth Week and your event:

- List your event with us by completing the [online submission form](#)
- Include the suggested newsletter content in your newsletter
- Add information to your website using the key messages
- Print and display the SAYW poster in your organisation
- Create social media posts using the suggested messages and social tiles
- Use the hashtag #SAYW23 and #SAYouthWeek in your social media posts
- Download and use the suite of [SAYW resources](#)
- Add the SAYW email graphic to your signature block.

## List your event with us

Are you hosting an SA Youth Week event? Tell us all about it using our [online submission form](#) and we'll include it in our list of events.

Events should be submitted by **Friday 17 March 2023**.

# Key messages

Here are some messages you can use across your communication materials and channels when promoting SA Youth Week.

- SA Youth Week (SAYW) is South Australia's biggest celebration of young people aged 12-24 and is supported by the Department of Human Services (DHS).
- SA Youth Week 2023 takes place over 10 days from Friday 24 March to Sunday 2 April.
- SAYW provides a unique platform to celebrate the contributions of young people in SA.
- SA Youth Week 2023 offers 10 days of diverse and inclusive events by and for young people to showcase their talents and ideas.
- Find a range of SAYW resources at [dhs.sa.gov.au/SAYW-resources](https://dhs.sa.gov.au/SAYW-resources)
- The SA Youth Week hashtags are #SAYouthWeek and #SAYW23
- If you are planning to hold an event, read the [SA Health tips](#) to ensure it is held in a COVID-safe way.
- Find more information about SA Youth Week, view the event listings and download SAYW resources at [www.dhs.sa.gov.au/sayw](https://www.dhs.sa.gov.au/sayw)

# Newsletter and website editorial

You can publish the following content through your internal channels, newsletters and other communications with your staff, members, volunteers and young audiences.

## SA Youth Week 2023

[SA Youth Week 2023](#) (SAYW), is on again. Held over 10 days from Friday 24 March to Sunday 2 April, SAYW is the state's biggest celebration of South Australians aged 12-24, with organisations across the state hosting online and in-person events.

SAYW, supported by the Department of Human Services (DHS), provides a unique platform to celebrate and recognise the ideas, talents and contributions of young people in SA.

There are many ways to get involved, from in-person events and workshops to online forums and other virtual activities. Check out the range of events at [www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)

Learn more about SA Youth Week, view the event listings and [download SAYW resources](#) at [www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)



# Social media content

Spread the word on your social channels with a post of your own, or use the suggested posts below.

## SA Youth Week Coming Soon

### Facebook and Instagram:

**#SAYouthWeek** 2023 (SAYW) is coming soon!

Held from Friday 24 March to Sunday 2 April, **#SAYW23** is the state's biggest celebration of South Australians aged 12-24.

SAYW is a great time to celebrate the ideas, talents and contributions of young people through a range of diverse and inclusive activities.

Aged 12 to 24? Sign up for one of the SAYW events. Connect with others, learn new skills and share ideas!

[www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)

#HumanServicesSA @HumanServicesSA

### Twitter (Max 280 characters):

**#SAYouthWeek 2023** (SAYW) is coming from 24 March–2 April.

**#SAYW23** is the state's biggest celebration of South Australians aged 12-24. Connect with others, learn new skills & share ideas at SAYW events!

[www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw) #SouthAustralia

### LinkedIn:

**#SAYouthWeek** 2023 (SAYW) is coming soon.

Held over 10 days from Friday 24 March to Sunday 2 April, **#SAYW23** is the state's biggest celebration of South Australians aged 12-24.

SA Youth Week is a great time to celebrate the ideas, talents and contributions of young South Australians through a range of diverse and inclusive events.

Aged 12 to 24? Sign up for one of the SAYW events at the link below. Connect with others, learn new skills and share ideas!

[www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)

#HumanServicesSA @HumanServicesSA

## SA Youth Week Starts Today

### Facebook and Instagram:

**#SAYouthWeek** kicks off today! Join us over the next 10 days as we celebrate the ideas, talents and contributions of young South Australians through a range of diverse and inclusive events.

Learn more about **#SAYW23** and check out the list of events at the link below:

[www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)

#HumanServicesSA @HumanServicesSA

### Twitter (Max 280 characters):

**#SAYouthWeek 2023** kicks off today! Join us over the next 10 days as we celebrate & recognise the achievements of inspirational South Australians.

Get involved at: [www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)



### LinkedIn:

**#SAYouthWeek** kicks off today!

We're looking forward to 10 days of activities and recognising the achievements of inspirational young South Australians in the days to come.

Learn more about **#SAYW23** and check out the list of events at the link below.

[www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)

#HumanServicesSA @HumanServicesSA

## Hashtags and tagging

Sharing your SAYW experiences on social media? Include the following hashtags and tags in your post to help people find your content.

- #SAYouthWeek
- #SAYW23
- #HumanServicesSA
- @HumanServicesSA

# Creative resources

Click the download assets button to download the suite of SAYW creative resources.

- SAYW logos
- Social media tiles
- Social media cover images
- Email signature block
- SAYW posters

**Download assets**



## Social tile - no image



## Social Tile - Aboriginal



## Social Tile - Disability



## Social Tile - Multicultural



## Social Tile - LGBTIQ+



# Using the SAYW logo

Download assets



The following guidelines have been developed to help you use the SAYW logos in your promotional materials.

## SAYW Logo

The SAYW logo has been supplied in colour and Mono (black). The logos are for electronic use not high end printing. When using the SAYW logo please ensure the following rules are applied.

- Ensure the logo height is no smaller than 20mm.
- Use a clear space surrounding the logo, equal to 25% of the height.
- Generally align the logo to either the top left or bottom right corner of the page.
- The DHS supported logo accompanies SAYW. It can be placed below or to the right side of the SAYW logo.

## Supported by DHS Logo

'Supported by' logo is used when Human Services offers in-kind support, seed funding or other assistance towards an event, program or initiative without entering into a sponsorship arrangement.

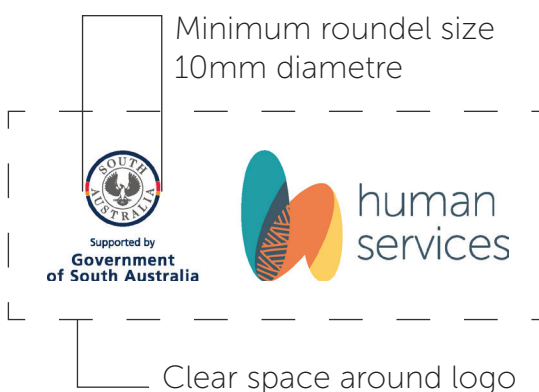
When using the DHS logo please ensure the following rules are applied.

- Ensure the logo is no smaller than 10mm across the diameter of the Government of South Australia (GOSA) roundel.
- Use a clear space surrounding the logo, equal to 25% of the roundel.
- Generally align the logo to either the top left or bottom right corner of the page.

### SAYW Colour





### SAYW Mono



# Connecting with SAYW

## Find us on social media

    / HumanServicesSA

## Contact us

 [www.dhs.sa.gov.au/sayw](http://www.dhs.sa.gov.au/sayw)

 [YouthActionPlan@sa.gov.au](mailto:YouthActionPlan@sa.gov.au)

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