



20th Anniversary Social Media Toolkit

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WHO WE ARE

Junior Achievement Nigeria (JAN) is the nation’s largest non-profit, non-governmental organization dedicated to preparing young Nigerians to succeed in a global economy. As a global organization JA delivers unique, experiential programs focusing on the core content areas of work readiness, entrepreneurship and financial literacy which ignite the spark in young people to experience the world of business and realize the opportunities and realities of work and life in the 21st century.

In Nigeria, we are committed to building financial literacy and an entrepreneurial mindset in young people, aged 5 to 27, across all six geopolitical zones to fuel personal success and social responsibility.



Our Mission

To inspire and educate young people to become conscientious business leaders. We achieve this by implementing economic education programs that develop attitudes and skills necessary for personal success and social responsibility.

Our Vision

Young conscientious business leaders leading a vibrant economy

Our Goals

- ✓ To build a bridge between the classroom and the workplace so as to increase employability of young Nigerians
- ✓ To be recognized as the leader in the delivery of high-quality entrepreneurial training and financial literacy programs for young people in Nigeria
- ✓ To contribute to the development of young Nigerians so they can compete effectively in the global marketplace
- ✓ To foster socially responsible attitudes and spirit of patriotism among successful business leaders and companies operating in Nigeria
- ✓ To alleviate poverty in Nigeria by empowering the socially and economically disadvantaged
- ✓ To contribute to the development of positive attitudes towards business in Nigerian youth

Our Values

- ✓ Belief in the boundless potential of young people
- ✓ Commitment to entrepreneurship as a problem-solving, wealth creation tool for Nigeria's development
- ✓ Passion for what we do, and honesty, integrity and excellence in how we do it
- ✓ Respect for the talents, creativity, perspectives and backgrounds of all individuals
- ✓ Belief in the power of partnership and collaboration
- ✓ Conviction in the educational and motivational impact of relevant, hands-on learning

Our Impact

- ✓ Junior Achievement (JA) started operations in Nigeria in 1999
- ✓ Reached over 950,000 students and over 1,000 out of school youth
- ✓ 22,000+ classrooms covered
- ✓ 30+ cities embraced
- ✓ 2500+ volunteers engaged



USING THIS TOOLKIT

As Junior Achievement Nigeria (JAN) celebrates its 20th anniversary this year, we are excited to launch our 'IAMJAN' social media campaign with the hashtags #IAMJAN and #JANat20. This aims to create a national conversation about the importance of teaching financial literacy, work readiness and entrepreneurship skills to our youth and inspire partnership with JAN.

This toolkit includes messages to spread the word about JAN at 20 on Twitter, Facebook, and other platforms.

To join in the campaign, follow these simple steps:

1. Copy the suggested accompanying text or write your own (make sure to include @JANigeria, #IAMJAN and #JANat20)
2. Publish the image and text on your digital and social media channels (e.g. Facebook, Twitter, Instagram, LinkedIn, blog posts, newsletters) on June 20 and on the 20th of every other month leading to October 4 – the date of our anniversary – and beyond.
3. Email info@ja-nigeria.org if you have any questions.



KEY DATES

Below are some key dates to share with those who will get involved and help promote the campaign:

June

- Sign up as a supporting organisation and we will display your logo and organisation name with a link to your website
- Inform your Marketing and Communications team and staff or friends and family (if you are supporting us as an individual) of this upcoming campaign
- Share the social media toolkit so they have the information they need to get involved at launch (June 20)
- Plan a campaign event or include reference to the campaign in your pre-planned activities and let the JAN team know so that we can promote it on the campaign calendar

July and Beyond

- Send the draft press release or include reference to the campaign in your own media releases, events and advocacy activities.
- Encourage the public to get involved in posting pictures and information on your social media channels
- Continually post, monitor and redistribute the social media activity.

Online Campaign Engagement - Social Media Strategy

Twitter

The official campaign hashtag is **#IAMJAN** and we will be tweeting before, during, and after our June 20th “Break the Internet” day. Follow @JANigeria or the latest updates. Tag us in your tweets so that we can retweet them for our audience. Many of these tweets can also be re-used as text messages, in WhatsApp groups, or on other messaging platforms.

Sample Tweets

Support JAN Tweets

- More jobs are going to require STEM skills. Unfortunately, many students enter the workforce ill-equipped to compete. Help change that. Become a @JAN volunteer and inspire our youth with practical skills that can help create jobs and improve their chances of employment. **#IAMJAN #JANat20**
- How to change to Nigeria? Part of the solution lies in empowering our youth with skills in **#entrepreneurship, #financial literacy and #work readiness #IAMJAN #JANat20**
- What steps do we need to take to ensure our youth are prepared for 21st century? **#IAMJAN #JANat20**
- The question is not whether entrepreneurial skills should be part of the national curriculum but how best to spread entrepreneurial education and improve it. **#IAMJAN #JANat20**



- Join us in spreading #entrepreneurial spirit and reaching more students all over Nigeria #IAMJAN

Donor Tweets

- (@company name) is proud to support @JANigeria. They have been empowering Nigerian youth to own their economic success for the past 20 years. #IAMJAN #JANat20
- (@company handle) is celebrating the impact of #entrepreneurship in Nigeria #IAMJAN #JANat20
- Teaching #entrepreneurship is not just about wealth generation. It's about teaching the youth the right attitudes and skills they need to compete in the global workplace #IAMJAN #JANat20

Alumni Tweets

- I ran a #JACompany when I was still in secondary school. Today I am a successful [#womanentrepreneur/#entrepreneur/founder of (company handle here) My name is and #IAMJAN #JANat20
- @JANigeria empowered me to build my first business through the JA Company Program. Today, I am the proud owner/founder of (company handle here), (enter company description here) My name is and #IAMJAN #JANat20
- I got my first taste of entrepreneurship through the Company Program in secondary school and I haven't looked back since. My name is and #IAMJAN #JANat20

Volunteer Tweets

- I am celebrating with @JANigeria. 20 years of preparing young Nigerians for the future of #employment and #entrepreneurship. My name is and #IAMJAN #JANat20

Other Tweets

- I believe in the boundless potential of young people so I teach JAN programs in schools. My name is and #IAMJAN #JANat20
- I amplify the impact of youth empowerment programs by showcasing them on my blog/website/TV or radio show. My name isand #IAMJAN #JANat20

Facebook

These posts can be used to start a conversation about JAN from your personal or organisational page. Use the hashtag #IAMJAN and #JANat20 to help others find your posts, and follow Junior Achievement Nigeria on Facebook. **Remember to tag us in order for us to know you are talking about us.**

Sample Facebook Posts

As JAN turns 20, we are celebrating our achievements through our alumni. Our alumni have gone on to become CEOs, Managing Directors and Captains of Industries. We are pleased to be part of this journey with them. #IAMJAN #JANat20 Learn more about how our programs have helped them and their communities at www.ja-nigeria.org [link to blog and alumni stories]



Each year, over 1,000,000 Nigerian students leave the educational system without the skills that make them attractive to employers. How can we make sure every Nigerian youth is suitably equipped? While education is key, it is the first step. Helping young people understand the way of work is essential. **#IAMJAN #JANat20** Learn more about how our free economic education programs can add value at www.ja-nigeria.org [link to our programs]

The entrepreneurial mindset should be cultivated from an early age. This is why we have age-based programs that teach students as young as 5 years old. Our programs help the young gain skills that help them innovate, communicate, think critically and most importantly navigate their professional and social lives. **#IAMJAN** so what are you waiting for? Find out why our economic education programs are so successful. Visit www.ja-nigeria.org [link to our programs]

Everyone deserves the opportunity to compete in the global marketplace but with many state schools lacking the resources to provide quality education, achieving this goal becomes a challenge. **#IAMJAN** Learn more about how we are helping the nation's youth overcome the barriers to economic success at www.ja-nigeria.org

Instagram

On Instagram, there will be a **#IAMJAN** challenge where you can post a picture with a placard or its equivalent that has '**#IAMJAN**' on it and captions that would have the campaign hashtag. Do remember to tag us.

Optimising the Campaign

Social media can be a powerful instrument if people engage with the campaign, mention what we are doing and spread the message. It becomes even more powerful when many people do this at the same time. Your followers, supporters and employees play an enormous role in making sure that our voice is heard.

Online Campaign Engagement – Online Hub

Website

The JA Nigeria website will have a dedicated campaign web page that will feature general information and downloadable resources (logos, imagery, etc) as well as a link to this social media toolkit. It will also provide information on how to support the campaign either as a supporter or donor.

Blog Posts

Consider writing a blog post on the importance of teaching entrepreneurial skills, financial literacy and work-readiness to young people. These posts should include easy, specific ways for readers to take action.

Possible blog post topics could include:



- Explanation of the importance of economic education in improving employment odds
- How your organisation is helping young people get an awareness of what the modern work environment is like. For instance,
 - Stories of your employees who have volunteered for a JAN program and their experience
 - Lessons learned in your experience to raise awareness and improve employability skills
 - Commitments by your organisation to make financial literacy and entrepreneurship part of your in-house training curriculum
- New research or facts about the benefits of teaching financial literacy, entrepreneurship and work-readiness and examples of how you promote them
- Your JAN success story!

Resources

We have available the 20th anniversary logo and other creative to this effect for download on our website <https://ja-nigeria.org/2019/01/21/marking-20-years-of-junior-achievement-nigeria/>