



### Social media guidelines

#### Aim:

To direct people to [queensyoungleaders.com](http://queensyoungleaders.com) to discover more about the Programme and apply for the 2016 awards

Encourage applications to become a Queen's Young Leader of 2016 by asking people to apply, nominate or register interest.

#### Handles and Account Details

Twitter: @queensleaders

Instagram: @queensyoungleaders

Facebook: facebook.com/queensyoungleaders

#### Example messages

Below are some examples of the types of messaging we want you to put out in the build up, during and following the awards ceremony and residential week.

| Twitter |  |
|---------|--|
|         | Join the search to find exceptional young people who deserve a @QueensLeaders award <a href="http://bit.ly/JnThSrCh#TheSearchIsOn">Bit.ly/JnThSrCh#TheSearchIsOn</a>                     |
|         | Know an exceptional 18-29 yr old in the Commonwealth who deserves a @QueensLeaders award? Nominate <a href="http://bit.ly/1pJiCDW#TheSearchIsOn">http://bit.ly/1pJiCDW#TheSearchIsOn</a> |
|         | Will you help us find amazing young people in the Commonwealth who deserve a @QueensLeaders award? <a href="http://bit.ly/JnThSrCh#TheSearchIsOn">Bit.ly/JnThSrCh#TheSearchIsOn</a>      |
|         | Check out the @QueensLeaders programme to discover & celebrate young leaders across the Commonwealth <a href="http://bit.ly/JnThSrCh#TheSearchIsOn">Bit.ly/JnThSrCh#TheSearchIsOn</a>    |
|         | The @QueensLeaders are truly inspiring. Think you've got what it takes to win in 2016? Apply here <a href="http://bit.ly/1pJiCDW">bit.ly/1pJiCDW</a> #TheSearchIsOn                      |
|         | YOU can apply for next year's Queen's Young Leader's Awards here   |

|                 |   |
|-----------------|---|
|                 | >> <a href="http://bit.ly/1pJiCDW">bit.ly/1pJiCDW</a> #TheSearchIsOn  |
| <b>Facebook</b> |   |
|                 | Applications are now open for the 2016 Queen's Young Leaders Awards! YOU can apply on here <a href="http://bit.ly/1pJiCDW">bit.ly/1pJiCDW</a>   |
|                 | Do you know someone aged between 18 & 29 who is improving their community and making lasting change?<br><br>You can nominate them for a Queen's Young Leader's Award here <a href="http://bit.ly/1pJiCDW">bit.ly/1pJiCDW</a> . The Search Is On!  |
|                 | Applications for the Queen's Young Leader's Award are now open! Click here to apply <a href="http://bit.ly/1pJiCDW">bit.ly/1pJiCDW</a><br><br>The awards are looking for people aged 18-29 from across the Commonwealth who are creating positive change in their communities and beyond. |

### **What is The Queen's Young Leaders Programme?**

The Queen Elizabeth Diamond Jubilee Trust, in partnership with Comic Relief and The Royal Commonwealth Society, has established The Queen's Young Leaders Programme in honour of Her Majesty The Queen's 60-year contribution to the Commonwealth.

Launched by His Royal Highness Prince Harry on 9 July 2014 on behalf of Her Majesty The Queen, the Programme aims to discover, celebrate and support young people from every Commonwealth nation, who are leading the way in transforming their own lives and the lives of those around them, despite challenges they may have faced along the way.

### **Who is the Programme designed to help?**

The Queen's Young Leaders Programme aims to discover people aged between 18 – 29 from across the Commonwealth who have shown exceptional leadership qualities and who have transformed their own lives and the lives of those around them.

Awards will be given to young leaders from all backgrounds, from all walks of life and from all Commonwealth countries. Evidence of an individual's achievements, and their potential to achieve great things through exceptional leadership, will be of highest importance in the shortlisting process.

### **How to talk about the Queen's Young Leaders**

Please follow the below guidelines when talking about the Queen's Young Leaders.

The Queen's Young Leaders Programme discovers, celebrates and supports exceptional young people from across the Commonwealth, leaving a lasting legacy for Her Majesty The Queen

The Awards celebrate the achievements of exceptional young individuals who have proved themselves to be inspiring leaders in their communities.

The Programme will further strengthen the skills and confidence of Award winners so that they continue to change the lives of those around them and inspire the next generation of young leaders through their own actions and values.

### **Key Contacts**

For any enquiries or to get in touch from more information about how you should be communicating about the Queen's Young Leaders please contact:

### **Media Enquiries**

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### **Marketing Enquiries**

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