

Staff Engagement Activity Guide

‘National Numeracy Day - Homegrown Heroes’

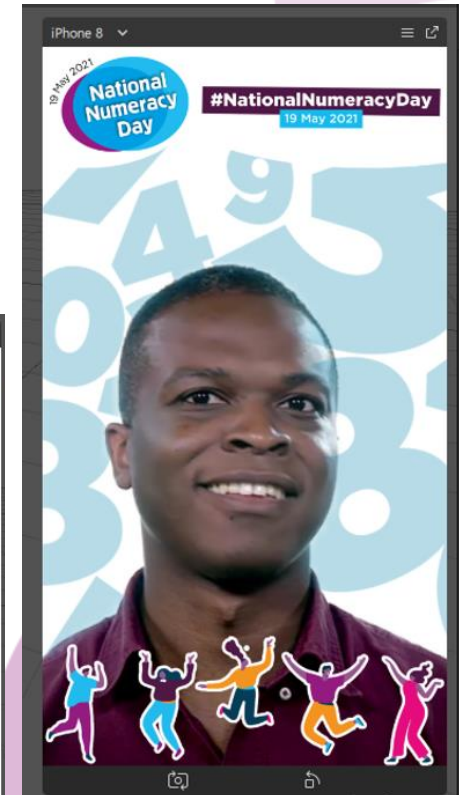
Staff Engagement activity: National Numeracy Day – Homegrown Heroes

Amplify your own Numeracy Heroes

This year we want to help you help your staff boost their number confidence and be a part of the campaign action with the Homegrown National Numeracy Day Heroes activity.

Using this guide and the separate step-by-step staff handout you will be able to encourage your staff to:

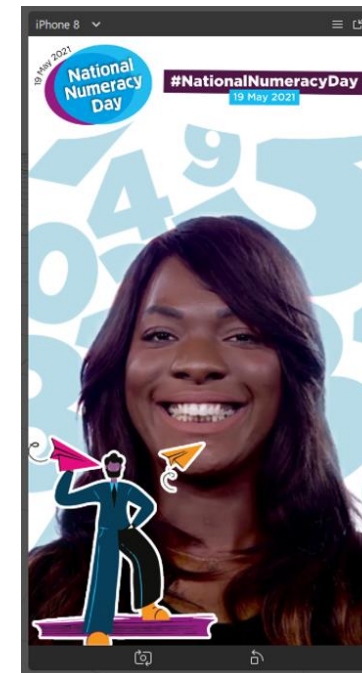
- Try the National Numeracy Challenge to boost their number confidence and post about how they feel about numbers.
- Think about how their number confidence has helped them around one of the 3 theme areas of their life: work, managing money or supporting children
- Use our new campaign social media filter to record their own National Numeracy Day video story or photo, at their own convenience, on their own device.
- Post to their own channels, tagging your organisation as appropriate and #NationalNumeracyDay



How does Homegrown Heroes work?

It's easy, quick and fun for you and your staff

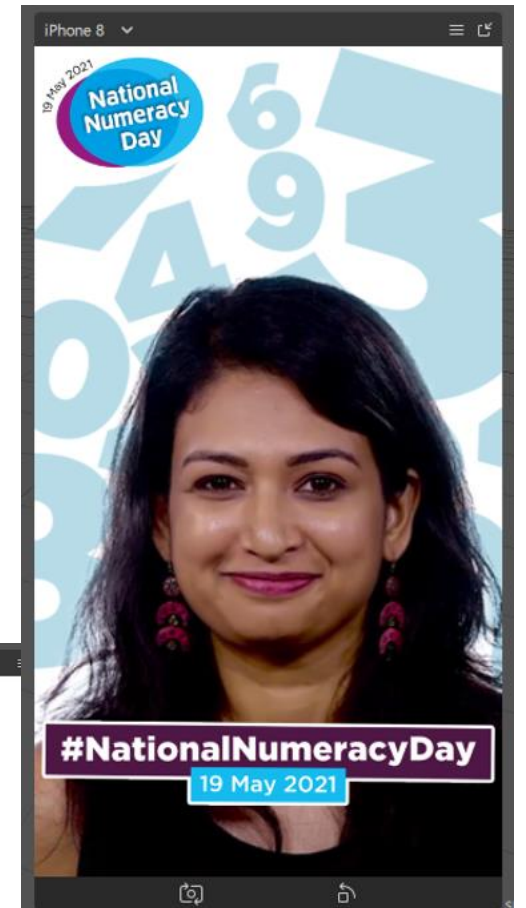
- Send staff the step-by-step handout (supplied separately) and encourage them to take part in the Homegrown National Numeracy Day Heroes activity, letting them know their posts will be public and may be used by yourselves and National Numeracy to help celebrate National Numeracy Day
- Point out the benefits of taking part: that building their number confidence and skills by using the National Numeracy Challenge is quick, easy and can help them not just at work, but at home to, for instance with manage money or helping children.
- Remember to include **your unique tracker link to the Challenge.**
- Once they have tried the Challenge, think about any positive changes it made for work, managing money or supporting children
- Using our new campaign social media filter to ask them to record a short video clip of themselves talking about how they felt, at their own convenience, on their own device.
- They should then post the video to their own channels, tagging your organisation and #NationalNumeracyDay
- National Numeracy will showcase some of the stories
- They can also download their videos and share them your comms teams for use on your organisation's internal comms or social media.



How does the filter work?

You will need the Instagram app

1. Click on link National Numeracy will provide
2. Instagram app opens the front camera
3. Filter becomes effective on front camera
4. Tap on the screen to switch between a variety of available filters
5. Take picture
6. Once your picture has been taken it will be visible on your screen
7. Tag your organisation
8. Click the 'send to' button in the bottom right corner
9. Select your 'own story' or type in National Numeracy to send it directly to us.



Ideas for internal comms

We will reshare a selection of videos on our channels and create a highlights showreel after the campaign.

Video files can also be easily shared with your comms teams to create content for your own channels or for internal communications.

Here are just a few ideas about how you might use the videos your staff create for internal comms:

- Post some of the videos to your LinkedIn page, highlighting what your staff are doing to improve their numeracy, it's a great HR story to tell
- Ask staff to post their videos on the intranet to spark interest and conversations about the importance of numeracy both at work and home
- Use the videos to link to learning and development opportunities using the National Numeracy Challenge to help more staff with their number confidence and skills – most people want to get involved if they see colleagues doing it.
- Celebrate the engagement of staff in the Homegrown Heroes activity – give them a shout out on your external and internal channels
- Allow staff some time in their working day to try the Challenge and make their videos
- Make a showreel of your staff's videos as a key piece of content
- Share on your channels after National Numeracy Day as a look back what your staff got up to over National Numeracy Day.