



Number Confidence Week

1 - 5 November 2021



Brought to you by:



Founding Partner:



Campaign Guide and Comms Toolkit

Contents...and how to use this deck

This deck tells you everything you need to know to support Number Confidence Week across your channels.

We have a detailed timetable of options for supporting across October and November, followed by examples of copy for each action.

Assets to support the messaging are available here: <https://www.nationalnumeracy.org.uk/number-confidence-week-assets>

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Timetable of actions

Explainer: Messages, CTAs & asset guide for each action on the timeline

Example copy for each action on the timeline

Additional social media copy examples for the rest of November

To connect people to the campaign hub, use the links as shown throughout this document and below:

Your URL for the campaign hub: www.nationalnumeracy.org.uk/number-confidence-week?utm_source=friends

Short version bespoke URL for social media and comms with a character limit: <https://bit.ly/2YJQQj4>

To link your staff/audiences directly to The National Numeracy Challenge use this link: www.nationalnumeracy.org.uk/challenge/friends

Key communication dates and actions

for your planning schedule throughout October and November

Timetable of actions

| DATE | WHAT IS HAPPENING | You could... | MESSAGE NUMBER |
|---|---|--|----------------|
| Any time in October | Campaign announcements and promotion | <ul style="list-style-type: none"> Share National Numeracy's social posts about the coming campaign | 1 & 2 |
| Monday 1 st November | 9:30am Bobby Seagull launches Number Confidence Week FB, IG, LI, Tw & YT | <ul style="list-style-type: none"> Post and share your own launch content on your channels, internal, external and/or social Amplify NN's content | 2 & 11 |
| Tuesday 2 nd November Money Management Theme | Money Management Theme Day across all NN channels | <ul style="list-style-type: none"> Amplify any content from this day to engage your adult audiences with the managing money theme content Audiences can go to the campaign hub to get free resources to support them to improve number confidence to get better control of their finances | 3 |
| Tuesday 2 nd November Money Management Theme | Confidence conversation 1: How number confidence is key to managing our money Streamed 9:30am on LI, FB, Tw, YT | <ul style="list-style-type: none"> Engage with and amplify NN's 'going live' post any time after 9:30am N.B. Please note we won't be announcing this content publicly until 20th Oct | 4 |
| Wednesday 3 rd November Numeracy for Work | Numeracy for Work Theme Day across all NN channels | <ul style="list-style-type: none"> Amplify any content from this day to engage your adult audiences with improving their numeracy for work. Audiences can go to the campaign hub to get free resources to support them to improve number confidence to feel better at work and support them to get a new job | 5 |
| Wednesday 3 rd November Numeracy for Work | Confidence conversation 2: Taking the fear out of using maths at work Streamed 9:30am on LI, FB, Tw, YT | <ul style="list-style-type: none"> Engage with and amplify NN's 'going live' post any time after 9:30am N.B. Please note we won't be announcing this content publicly until 20th Oct | 6 |

Timetable of actions

| DATE | WHAT IS HAPPENING | You could... | MESSAGE NUMBER |
|--|---|--|----------------|
| Thursday 4 th November Supporting Children's Learning | Supporting Children's Numeracy Theme Day across all NN channels | <ul style="list-style-type: none"> Amplify any content from this day to engage your family audiences. <p>Let people know the campaign hub has something for all the family:</p> <ul style="list-style-type: none"> Adults can go to the campaign hub to get free resources to help them feel better about helping their children learn There is also a bumper pack of confidence building activities for adults to do with children – to help the kids feel more confident with maths | 7 |
| Thursday 4 th November Supporting Children's Learning | Confidence conversation 3: Grown-ups! You CAN get confident to help with maths homework Streamed 9:30am on LI, FB, Tw, YT | <ul style="list-style-type: none"> Engage with and amplify NN's 'going live' post any time after 9:30am <p>N.B. Please note we won't be announcing this content publicly until 20th Oct</p> | 8 |
| Friday 5 th November | General number confidence activities and resources | <ul style="list-style-type: none"> Schedule your own posts promoting the campaign, featuring your own team members etc. Engage with and amplify NN posts about number confidence | 9 |
| Rest of November | After Number Confidence Week – keep sharing! | <ul style="list-style-type: none"> At any time across the month, please keep sharing and promoting the campaign and the Challenge to your audiences and staff | 10 |

Messages, CTAs & Assets

Messages, CTAs & assets for each action

Each action on the timetable on slides 4 and 5 have a number next to it

- That number corresponds with messages, Calls To Action (CTAs) and assets detailed on the following slides
- For each action on the timetable, we have provided example copy and assets
- These example messages can be copied or amended as you see fit, for your emails, newsletters, internal comms or social posts
- The tone of voice for Number Confidence Week is always friendly, inclusive, empowering and supportive. It is never patronising or competitive
- We will always be sensitive to external context, regarding Covid-19 or any other factor that demands messaging is flexed



Messages, CTAs & assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA FOR SOCIAL POSTS, EMAILS & NEWSLETTERS | EXAMPLE LONG MESSAGE & CTA FOR LINKEDIN EMAILS, INTERNAL COMMS, NEWSLETTERS ETC | ASSETS SUPPLIED |
|----------------|---|---|---|
| 1 | How do you feel about maths? This #NumberConfidenceWeek, [tag NN] will be helping us all get on with numbers at work, home and school. More info here https://bit.ly/2YJQQj4 | NA | Amplify National Numeracy posts Use asset supplied https://www.nationalnumeracy.org.uk/number-confidence-week-assets |
| 2 | Our friends at [tag NN] are launching #NumberConfidenceWeek! To show us how feeling better about maths opens doors to brighter futures. Find out more at: https://bit.ly/2YJQQj4 | <p>Many people have low number confidence and experience stress, anxiety or fear when working with numbers.</p> <p>Gaining number confidence is the first step to gaining the number skills that help us in everyday life, for getting into work, managing money, or helping children with homework.</p> <p>Number Confidence Week provides a great opportunity to learn tips and access resources which can help with taking that first step and breaking down any barriers that low numeracy can build. Go to the Number Confidence Week hub to find out more about what will be happening in November: https://www.nationalnumeracy.org.uk/number-confidence-week?utm_source=friends</p> <p>A great way to boost your own number confidence is to try the National Numeracy Challenge, a free online tool that helps you develop confidence and skills, in just 10 minutes a day, at your own pace. Get started by heading to: www.nationalnumeracy.org.uk/challenge/friends</p> | Amplify National Numeracy posts Use asset supplied https://www.nationalnumeracy.org.uk/number-confidence-week-assets |

Remember to tag us in your posts, so we can share your messages:

- Twitter:** @Nat_Numeracy
- Facebook:** @nationalnumeracy
- Instagram:** @national_numeracy
- LinkedIn:** National Numeracy

Messages, CTAs & assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA FOR SOCIAL POSTS, EMAILS & NEWSLETTERS | EXAMPLE LONG MESSAGE & CTA FOR LINKEDIN, EMAILS, INTERNAL COMMS, NEWSLETTERS ETC | ASSETS SUPPLIED |
|----------------|--|--|---|
| 3 | Number confidence can be the key to help you manage your money. #NumberConfidenceWeek has lots of great tips and resources to help. Find them here: https://bit.ly/2YJQQj4 | N/A | Amplify NN posts Use assets provided https://www.nationalnumeracy.org.uk/number-confidence-week-assets |
| 4 | #NumberConfidenceWeek Conversations series starts today. Hear great tips and ideas from celebrities, experts and real people about how number confidence is the key to managing our money https://bit.ly/2YJQQj4 | N/A | Engage with and amplify NN's 'going live' post any time after 9:30am |
| 5 | Number confidence can help you take the fear out of the maths you need for work. #NumberConfidenceWeek has great tips and activities to show us how: https://bit.ly/2YJQQj4 | N/A | Amplify NN posts Use assets provided https://www.nationalnumeracy.org.uk/number-confidence-week-assets |

Messages, CTAs & assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA FOR SOCIAL POSTS, EMAILS & NEWSLETTERS | EXAMPLE LONG MESSAGE & CTA FOR LINKEDIN, EMAILS, INTERNAL COMMS, NEWSLETTERS ETC | ASSETS SUPPLIED |
|----------------|--|--|--|
| 6 | #NumberConfidenceWeek Conversations series continues today. Hear great tips and ideas from celebrities, experts about taking the fear out of the maths you need for work https://bit.ly/2YJQQj4 | N/A | Engage with and amplify NN's 'going live' post any time after 9:30am |
| 7 | Calling all grown-ups! You can get confident with kids' homework. The #NumberConfidenceWeek hub has lots of great resources and tips for you and your kids here: https://bit.ly/2YJQQj4 | N/A | Amplify NN posts Use assets provided https://www.nationalnumeracy.org.uk/number-confidence-week-assets |
| 8 | Find it hard to support the children you care for with their maths homework? You are not alone. Watch this inspiring conversation which shares lots of great tips for parents #NumberConfidenceWeek https://bit.ly/2YJQQj4 | N/A | Engage with and amplify NN's 'going live' post any time after 9:30am |

Messages, CTAs & assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA FOR SOCIAL POSTS, EMAILS & NEWSLETTERS | EXAMPLE LONG MESSAGE & CTA FOR LINKEDIN, EMAILS, INTERNAL COMMS, NEWSLETTERS ETC | ASSETS SUPPLIED |
|----------------|---|--|--|
| 9 | <p>Struggle with maths? You're not alone. With the right help we can all feel better about numbers. This #NumberConfidenceWeek, [tag NN] are here to help. Find free resources and activities https://bit.ly/2YJQQj4</p> | N/A | Amplify NN posts |
| 10 | <p>ICYMI: #NumberConfidenceWeek was at the beginning of November, and there are still lots of great free resources available here: https://bit.ly/2YJQQj4</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Remember to tag us in your posts, so we can share your messages:</p> <ul style="list-style-type: none"> •Twitter: @Nat_Numeracy •Facebook: @nationalnumeracy •Instagram: @national_numeracy •LinkedIn: National Numeracy </div> | <p>However you feel about maths, you are not alone. Lots of people have low confidence with numbers and experience stress, anxiety or fear. It's totally understandable but you can overcome it – and feeling better about numbers can help you at home, work and school. National Numeracy held #NumberConfidenceWeek at the beginning of the month, and it's not too late to get involved. There are lots of great resources here: https://www.nationalnumeracy.org.uk/number-confidence-week?utm_source=friends and you can use the National Numeracy Challenge at www.nationalnumeracy.org.uk/challenge/friends to develop your skills whilst building confidence with numbers.</p> | <p>Use any relevant message from the campaign and keep sharing your content</p> <p>More social media copy examples for using across the month on slide 13</p> |

Messages, CTAs & assets for each action

| MESSAGE NUMBER | EXAMPLE LONG ARTICLE – INTRANET, EMAILS, INTERNAL COMMS, NEWSLETTERS ETC |
|----------------|--|
| 11 | <p>Numbers can be intimidating, but that's okay. Nearly a third of Brits say they struggle with everyday maths, while over a quarter say they have struggled to understand the numbers relating to the Covid-19 pandemic. However, pointing to the vital role employers can play, over two-fifths (42%) say if their workplace offered help to improve their numeracy confidence and skills, they would give it a go.</p> <p>This is why, between the 1st and 5th of November, we are joining the charity National Numeracy in encouraging the nation to take part in 'Number Confidence Week'.</p> <p>For this year, the campaign is focused on three key themes:</p> <ul style="list-style-type: none">- How number confidence is key to managing your money- Why boosting numeracy skills can help take the fear out of the maths you need for work- How to develop positive attitudes around numeracy to better support children with their maths homework <p>As part of Number Confidence Week, National Numeracy are streaming a 'Confidence Conversations' series around these three themes, with celebrities, experts and real learners talking about why feeling better about maths opens the door to brighter futures at work, home and school.</p> <p>As an organisation, it is of great importance that we foster a supportive and open conversation about numeracy and shine a spotlight on how to build number confidence, because the fears and anxieties can be overcome.</p> <p>How can our people get involved?</p> <ol style="list-style-type: none">1) The campaign hub has lots of great free resources to help the whole family. You can find out more here: www.nationalnumeracy.org.uk/number-confidence-week?utm_source=friends2) A great way to boost your own number confidence is to try the National Numeracy Challenge, a free online tool that helps you develop confidence and skills, in just 10 minutes a day, at your own pace. Get started by heading to www.nationalnumeracy.org.uk/challenge/friends3) Help grow the reach of the campaign: Follow National Numeracy and #NumberConfidenceWeek on social media, and share the inspiring content with your networks. Together we can help the nation bounce back with confidence! <p>You can follow National Numeracy here:</p> <p>Twitter: @Nat_Numeracy Facebook: @nationalnumeracy Instagram: @national_numeracy LinkedIn: National Numeracy</p> |

Additional social media copy examples to support campaign promotion over the month

- Low number confidence stops us gaining the skills that can help us every day. In honour of #NumberConfidenceWeek build your confidence by trying the #NationalNumeracyChallenge www.nationalnumeracy.org.uk/challenge/friends
- #NumberConfidenceWeek showed how building confidence with numbers can help you get into work, manage money and help with homework. Why not try the #NationalNumeracyChallenge and see for yourself! www.nationalnumeracy.org.uk/challenge/friends
- Not feeling confident about maths? You're not alone, but [tag NN] have some resources which might help. In honour of #NumberConfidenceWeek this month, try the #NationalNumeracyChallenge www.nationalnumeracy.org.uk/challenge/friends
- Low number confidence stops us gaining the skills that can help every day. Take the first step to get on better with numbers this #NumberConfidenceWeek by trying the #NationalNumeracyChallenge www.nationalnumeracy.org.uk/challenge/friends
- Number confidence can help you take the fear out of the maths you need for work. We loved #NumberConfidenceWeek. Great tips and activities are still available at: <https://bit.ly/2YJQQj4>
- Number confidence can be the key to help you manage your money. #NumberConfidenceWeek shared lots of great tips and resources which showed us why. You can still find them here: <https://bit.ly/2YJQQj4>
- Calling all grown-ups! You can get confident with kids' homework. As part of #NumberConfidenceWeek [tag NN] shared lots of great resources and tips. These are all still available to view here: <https://bit.ly/2YJQQj4>

Thank you so much for your invaluable support

Please contact r.adams@nationalnumeracy.org.uk if you
have any questions