

## Number Confidence Week 2020: Messaging and templates

**EMBARGO: 19 OCTOBER**

To help you spread the word about Number Confidence Week we have created simple and effective templates for you to use or adapt, across newsletters, emails and social media.

All assets can be downloaded at [nationalnumeracy.org.uk/ncw-assets](https://nationalnumeracy.org.uk/ncw-assets) but please note that they should not be used until 19<sup>th</sup> October, when we will officially announce the campaign.

### Internal Email and Newsletter Template

#### Number Confidence Week 2020

Getting on with numbers can help you get on in life. Feeling number confident can make us feel more comfortable to get into work or get on at work, manage our money or help our kids with homework. It can also make us feel more confident about ourselves.

Many people have low confidence with numbers and experience stress, anxiety or fear. It's an understandable way to feel, but you are not alone, and you can overcome it. Often low number confidence comes from *thinking* we can't do maths, rather than our actual ability. These thoughts stop us from getting on, gaining skills and fulfilling our potential.

For one week, from Monday 2 November, we are supporting the charity National Numeracy in its bid to get the nation feeling more confident with numbers!

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 [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)

### Social Media Templates

**Use the campaign hashtag: #NumberConfidenceWeek**

**Tag us** in your posts, so we can share your messages:

- **Twitter:** @Nat\_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national\_numeracy
- **LinkedIn:** National Numeracy

**Social posts – these are suitable for Facebook, Instagram or LinkedIn, and can be accompanied with a Number Confidence Week graphic**

- Getting on with numbers can help you get on in life - getting into work, managing money, helping kids with homework - and this autumn we can all give ourselves a boost. This #NumberConfidenceWeek try the #NationalNumeracyChallenge at [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)
- 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. This autumn, try the National Numeracy Challenge at [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek) for #NumberConfidenceWeek
- If you think you can't do maths, think again. Low confidence with numbers is often more caused by our experiences so far, rather than our actual ability or potential. This autumn you could give yourself a boost. Start getting on with numbers this #NumberConfidenceWeek by trying the National Numeracy Challenge at [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)

**Twitter – these are more suitable for using as tweets with a shorter character count, and can be accompanied with the Twitter Number Confidence Week graphic**

- Number confidence can help you get into work, manage money and help with homework. This #NumberConfidenceWeek, try the #NationalNumeracyChallenge [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)
- Not feeling confident about maths? You're not alone, but you can feel better about numbers. This #NumberConfidenceWeek, try the #NationalNumeracyChallenge [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)
- Low number confidence stops us gaining the skills that can help every day. Feel better about numbers this #NumberConfidenceWeek by trying the #NationalNumeracyChallenge [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)
- Number confidence can help you get into and on at work. For #NumberConfidenceWeek, try the #NationalNumeracyChallenge [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)
- Number confidence can help you manage your money. For #NumberConfidenceWeek, try the #NationalNumeracyChallenge [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)
- Number confidence can help you with kids' homework. For #NumberConfidenceWeek, try the #NationalNumeracyChallenge [nnchallenge.org.uk/ncweek](https://nnchallenge.org.uk/ncweek)