

National Numeracy Day

Get involved! Inspire the UK to love numbers

Step-by-step guide

Many adults in the UK are being held back in life because they struggle with numbers. This National Numeracy Day you can help us change that.

By sharing your own numbers story you can help us inspire even more people to improve their number confidence and unlock new opportunities for themselves and their families.

1 Think about your own experience

Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud – all of which are exacerbated by the Covid-19 crisis. Improving our number confidence can help open new opportunities at work, help us to better manage our finances and help give our children a great start to their own learning. What has having good number confidence meant for you? Or what changes can you imagine coming now that you are starting to think differently about numbers?

2 Record your own Numeracy Day video or photo

Use our new campaign social media filter to record your own video about how numbers and improved number confidence have helped you, and encourage other people to think differently about numbers.

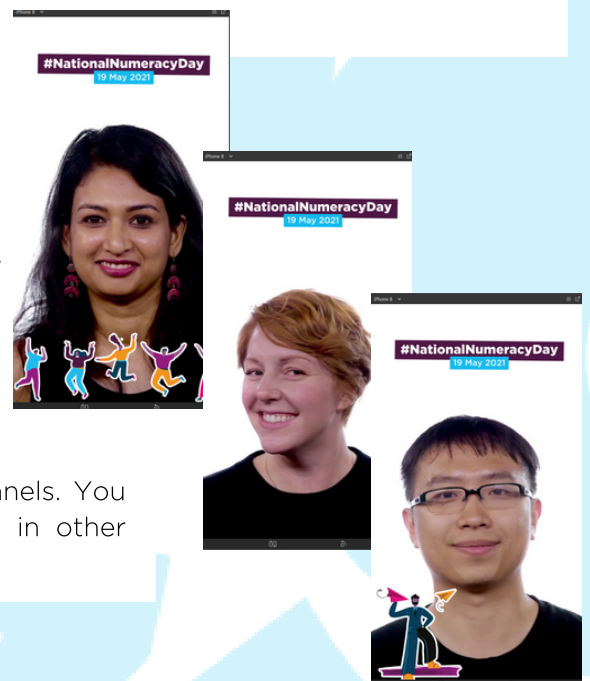
You might like to talk about:

- How you use numbers at home
- How you use numbers at work
- Something you love doing that uses numbers
- And please tell them to 'search Numeracy Day to find out how you can improve your own number confidence.'

3 Share your videos and photos

- Post your videos/photos to your own social media channels
- Tag your organisation or community group as appropriate
- Make sure you include #NationalNumeracyDay
- Tag National Numeracy so we can see it

We will re-share as many as we can on our channels. You can also download your videos/photos to share in other ways, e.g. by email or with your comms team.



National Numeracy Day



Instagram

Step-by-step guide

- 1 Download the Instagram app**
- 2 Click on this link to access the filter >**
<https://www.instagram.com/ar/266061895164393/>
- 3 Instagram app opens the front camera**
- 4 Filter becomes effective on front camera**
- 5 Tap on the screen to switch between a variety of available filters**
- 6 Take picture**
- 7 Once your picture has been taken it will be visible on your screen**
- 8 Tag your organisation as appropriate**
- 9 Click the 'send to' button in the bottom right corner**
- 10 Select your 'own story' or type in National Numeracy to send it directly to us.**

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Facebook

Step-by-step guide

- 1 Download the Facebook app**
- 2 Click on this link to access the filter >**
<https://www.facebook.com/fbcameraeffects/tryit/266061895164393/>
- 3 Facebook app opens the front camera**
- 4 Filter becomes effective on front camera**
- 5 Tap on the screen to switch between a variety of available filters**
- 6 Take picture**
- 7 Once your picture has been taken it will be visible on your screen**
- 8 Tag your organisation as appropriate**
- 9 Click the 'save' button in the bottom left corner to save to your phone's camera roll - from here you can share it via email etc.**
- 10 Click on 'settings' in the bottom left corner to allow everyone to be able to view your story**
- 11 Share to your story or feed.**