**Digital campaigning**

If you’re over the age of 13 you can make and use social media accounts to help spread the word about Young Carers Action Day (YCAD).

It can be useful to:

* Use #YoungCarersActionDay and tag in @CarersTrust @CarersTrustScot @CarersTrustWal @YCAlliance @ScoYCSA.
* Keep things short and to the point. Describe the issue and your goal and tell people how to get involved. Facebook updates can be longer, but unless you have someone sharing their personal story in support of your campaign you should try and keep it short, punchy and action focused.
* Use the [social media content from Carers Trust.](https://carers.org/young-carers-action-day-2023/resources-for-social-media-)
* Use videos - short videos can really help raise awareness and get people on board with the campaign. You don’t need a lot of expensive equipment to make something that will look good on social media.
  + Just remember that you need to make sure that anyone you photograph or film consents to the image or video being shared online. If anyone is under 13, then their parent or guardian will need to give their consent. If you want to film a video to support #YoungCarersActionDay you can contact ycad@carers.org for help and advice.
* Target your audience - along with using #YoungCarersActionDay, social media sites let you tag other users in your posts. You can use this to address your messages to people who you think should support #YoungCarersActionDay, like your Members of Parliament, Members of Scottish Parliament, Members of the Senedd, Members of Legislative Assembly or Councillors for example.

**Contact local media**

In addition to contacting local decision-makers, another good way to raise the profile of YCAD is to contact any local newspaper or media outlets. If you would like any advice and support in contacting local media, please do contact your local carers organisation or contact us at ycad@carers.org and we will help however we can.

**Further information**

If you would like any help or support with your YCAD campaign, whether it is help to get in touch with your local elected representatives, or preparing to speak to local media, you can always:

* Visit Carers.org/YCAD
* Email [ycad@carers.org](mailto:ycad@carers.org)