

#YouthTheatreMadeMe...

Join us on Wed 13 Apr 2022 to make a noise on social media!



You might remember our 2021 campaign [#YouthTheatreMakesMe](#), where we sparked an online discussion about how awesome youth theatre is, and the impact it has on young people's careers and confidence. We'd now like to take that work a step further, alongside the research work we're currently undertaking to attempt to prove what we all anecdotally know to be true: that youth theatre changes lives. We'll be tweeting under the hashtag [#YouthTheatreMadeMe](#) on social media... think like [#NoWrongPath](#), but where that path went via a youth theatre!

Our [research survey](#), in collaboration with the Scottish Graduate School of Arts and Humanities (SGSAH), draws upon YTAS's established national network and nearly 20 years of experience as a charity, and aims to evidence the long-term impact of participation in youth theatre.

We want to paint a diverse and detailed picture of the ways in which youth theatre has impacted participants' **lives, careers, health, and wellbeing over the past 20 years**, into their adult lives. We already know that youth theatre produces great performers and youth arts leaders. What we'd also like to know is whether participating in it as a young person makes for better teachers, lawyers, CEOs, zookeepers, doctors, and so on...! We are particularly interested in hearing stories from those who have gone on to achieve success in sectors unrelated to the performing arts.

But we need your help to make a bigger impact with the social media campaign to go alongside the survey. Make the person in charge of your social media aware of our campaign, and help us share all the ways that youth theatre improved our lives and impacted our career paths.

Some ideas for getting involved, and some sample posts

You can encourage engagement however you like - ask your social media network to draw pictures, take pictures, share videos, through the medium of dance... you choose! Or do you have some awesome stats you could share? You could even just keep it simple and hold your message up on a notepad, like the [#FreelancersMakeTheatreWork](#) campaign.

[#YouthTheatreMadeMe](#) feel happier! I'm so glad I had the experience of being creative with my friends 😊

[#YouthTheatreMadeMe](#) a better teacher. I use the skills I learnt in youth theatre every day in my classroom, facilitating young people's engagement and making topics creative and fun!

Basic Guidelines

- **Use [#YouthTheatreMadeMe](#)** in your post, so we can find your message and amplify it.
- **Retweet, retweet, retweet!** If you see something someone else has written, hit that button and share it with your followers. Even better, keep the conversation going with a quote retweet. Don't forget to use the hashtag in any quote retweets too!
- **Keep it positive!** Ain't nobody got time for no negativity. Phrasing your message positively can help the recipient to be more receptive to your message.
- **Keep the heid.** Don't get annoyed, or roped into anything controversial happening locally. Make sure you instil confidence in others about your work with young people.
- **Get different stakeholders involved.** They'll bring different perspectives: members of your board will talk about things differently from your participants, and they probably have different and equally valuable followers.
- **Be able to back up your statement** if you're using facts and figures about your impact.
- **Have fun!** We love what we do and want to share youth theatre's positive long-term impact with the world. Be yourself and let your love of youth theatre show.