



#JustGettingStarted

Get involved on Tuesday 25 April

Share your stories and help us to celebrate older workers.

Responsible Business Week 24-28 April 2017 | #RBweek



**BUSINESS
IN THE
COMMUNITY**



Just Getting Started – share your story

Join our **#JustGettingStarted** initiative during **#RBweek** and be inspired by older workers who are ‘just getting started’ in the next stage of their working lives.

By getting involved you will help us to **challenge stereotypes and preconceptions** about older workers, and **raise awareness about the potential of having multiple careers** in life.

Our social media day takes place on **Tuesday 25 April**, during Business in the Community’s Responsible Business Week. **Make sure you use #JustGettingStarted** and **#RBweek** and our handle **@AgeBITC**.

We want individuals and employers to get involved. Use the **templates, examples** and **guidance** in this pack to help you tweet **your personal story**. Employers can also create **case studies** that celebrate their **older worker role models**, and demonstrate how your organisation is committed to retaining, retraining and recruiting older workers.

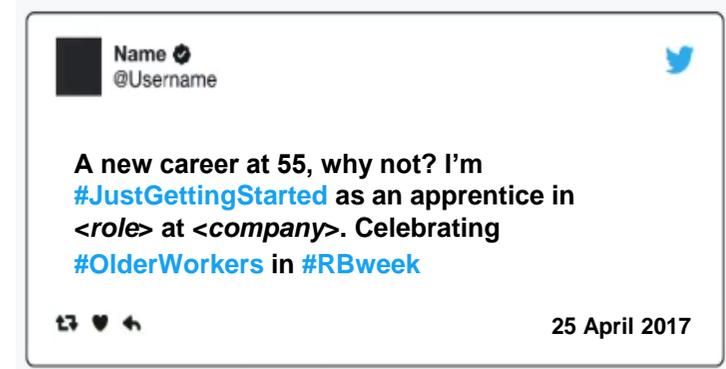
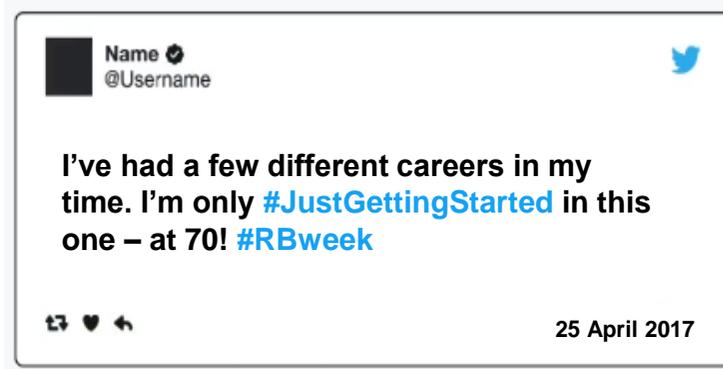
Just Getting Started – for individuals

Older workers – we need you!

Simply tweet your personal story on how you are ‘just getting started’ in the next stage of your working life. Include your age and the [#JustGettingStarted](#) and [#RBweek](#) hashtags and our [@AgeBITC](#) handle.

You can also include your role, and your employer.

Example tweets for individuals:



What is your Just Getting Started story?

We want to hear from older workers across all sectors, job role or level, and regardless of ethnicity or gender. Here are some ideas or key words to look for to encourage you to tell your story, and for employers to find older role models in their organisation with a 'just getting started' story to tell:

- Apprenticeship
- New internal role with a new skill set (reskilling)
- Promotion
- Individual with caring responsibilities or a health issue, and supported to stay or progress at work
- Returnships
- Recruited into a new company
- Set up new business, e.g. franchise owner
- Retrained for a new career
- Mentoring responsibility

Just Getting Started – for employers

Employers – we need you!

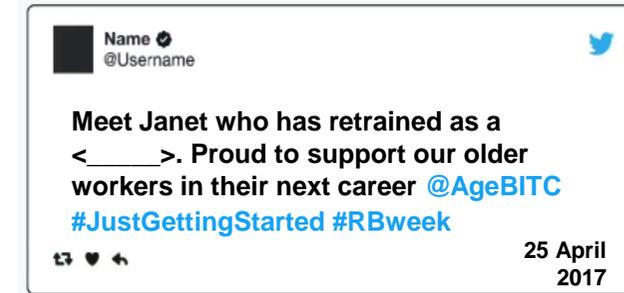
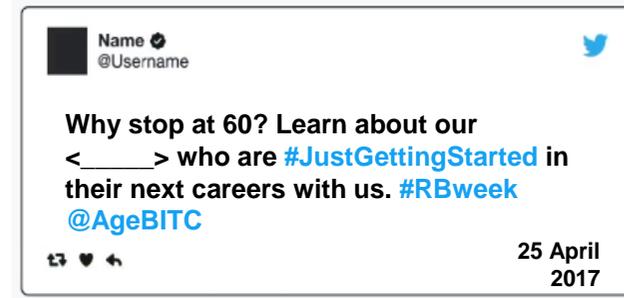
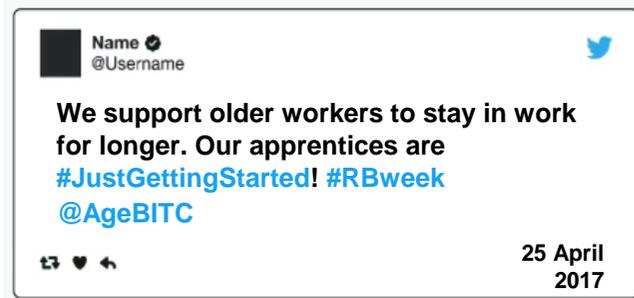
We want you to share the **great stories about the older workers in your organisation** who are **#JustGettingStarted** with new skills, new careers, new promotions, etc. This is a great opportunity for you to celebrate the skills older people bring to your workplace and show how you are committed to retaining, retraining, progressing and recruiting older workers.

Use our template and guidance to:

- Create a **case study or short story** to share with your audiences, you can share via social media channels (such as  & ), on your intranet and website (see slides 6 & 7)
- Share **short personal 'just getting started' quotes** from your older workers across these channels
- Simply share **how you support older workers** to stay in work for longer with your organisation
- Don't forget to use the **#JustGettingStarted** and **#RBweek** and **@AgeBITC** to be part of the conversation
- Make sure your **older worker role models are part of the conversation**

Just Getting Started – for employers

Example tweets for employers:



Case study template – for employers

Employers can use this template to help create case studies and posters that share the great stories from older workers within their workforce:

1. Name, Age, Job title, Organisation

2. Set the scene:

- What is your job?
- What was your previous role?
- What are you proud of?
- How does your job help you thrive?

3. The journey:

- Reason for deciding to change career direction?
- What challenges did you face?
- Who supported you?
- What was the best piece of advice you got?

4. Hopes for the future

5. Don't forget to use:

[#JustGettingStarted](#)

[#RBweek](#)

[@AgeBITC](#)

Why Just Getting Started?

#JustGettingStarted is from Business in the Community's Age at Work campaign which is committed to supporting employers to retain, retrain and recruit older workers and support multi-generational workforces.

The campaign's Age at Work Leadership Team is the Government's appointed **Business Champion for Older Workers**, which recently set out a target of **one million more older workers in employment by 2022**.

This requires every employer to increase the number of people aged 50-69 they employ by 12%.



This target is necessary in order for the UK to **address the widening skills gap, tackle age bias in work** and enable people to **stay in work longer**.

Older workers must be supported to stay working for as long as they need. Sadly, today's workplaces are not always equipped to enable this. Through **#JustGettingStarted** we want to **challenge stereotypes and preconceptions** about older workers, and **raise awareness about the potential of having multiple careers** so that we can reach our one million more target by 2022.