

# MAYOR OF LONDON

## #YouveGotThis Stakeholder Pack

### What is #YouveGotThis?

The Mayor of London has partnered with Amani Simpson and Million Youth Media to amplify #YouveGotThis. The campaign's main objective is to empower young people during this time of uncertainty and to encourage and enable them to make positive choices for their future. This includes raising awareness of the opportunities and activities that have been funded or supported by City Hall.

We want to reach as many teachers, parents, youth workers and community leaders who support young people across London, to share this inspirational message, the opportunities and resources to support their wellbeing.

### Key messages

- #YouveGotThis
- You are incredibly important to our city - your lives matter. London would not be the dynamic, vibrant, successful and innovative city it is without you.
- Find opportunities to fulfil your potential

### How can I support #YouveGotThis?

- Tweet using the hashtag #YouveGotThis
- Post on social media - sample post below
  - Young people have been hit hard by the pandemic. But despite the challenges, there are opportunities available to overcome obstacles, and thrive. Share this post with a young person today and tell them #YouveGotThis"
- Share the video within your networks - [https://www.youtube.com/watch?v=UCDnp\\_-2ecA&feature=emb\\_title](https://www.youtube.com/watch?v=UCDnp_-2ecA&feature=emb_title)
- Visit our website and share the opportunities and resources listed - <https://www.london.gov.uk/content/youve-got-this>