

Social media pack - Learning Disability Work Week 2020

What is this pack for?

This pack is to provide information about Learning Disability Work Week that can be used on social media from Monday 9 November to Sunday 15 November 2020.

What is Learning Disability Work Week?

Every year, this week exists to celebrate what great employees people with a learning disability can make. We want to raise awareness, inform, and challenge stereotypes that exist within our society.

The coronavirus pandemic is making employers think differently about the way that they work. But, reasonable adjustments are not new to all employers.

Learning Disability Work Week 2020 is a chance to demonstrate how employers #ThinkDifferently to bring people with a learning disability into their workforce and to show the benefits of this.

We know times are hard for everyone including employers right now, there is a worry this climate will worsen the barriers to employment and the inequalities that people with a learning disability and / or autism already face.

We want employers to share the changes they have made to be more accessible for all their staff, including people with a learning disability, and how employing someone with a learning disability has enriched their workplace.

We also want to shine a light on the success of people with a learning disability and/or autism in the world of work, including working through the coronavirus pandemic.

How can you can get involved?

For Learning Disability Work Week 2020 we want to celebrate success for people with a learning disability and/or autism in the workplace, and highlight employers who “Think Differently” in order to support this success.

We’re asking as many employers as possible to share their brilliant stories and connections of how they #ThinkDifferently, which could help other employers be more confident about employing someone with a learning disability.

If you're a person with a learning disability in paid work, we want you to inspire other people with a learning disability to find work too.

Find us and tag us in on social media:

- ⇒ Twitter - [@Mencap_Charity](#)
- ⇒ LinkedIn - [@Mencap](#)
- ⇒ Facebook - [@Mencap](#)
- ⇒ Instagram - [@Mencap](#)

Hashtags

We are using **#ThinkDifferently** and **#LDWork20** for this year’s Learning Disability Work Week to show the importance of employment for all. It’s not just about the wages – having a job promotes independence, improves self-esteem and inclusion in society.

It would be brilliant if you could include one or both of these hashtags when posting on social media to help promote the messages.

Get scheduling on social!

We have created some templated social media posts below that you can use during the week.

Twitter

- People with a #LearningDisability need meaningful employment opportunities. That's why we're supporting @Mencap_Charity's Learning Disability Work Week. #ThinkDifferently about what someone with a disability can bring to your organisation. Find out more: mencap.org.uk/LDWW
- It's Learning Disability Work Week! We back @Mencap_Charity in getting people with a #LearningDisability the right support to access and stay in work. If you #ThinkDifferently you can make your organisation inclusive and promote diversity. Get involved: mencap.org.uk/LDWW
- Conversations between people with and without a #LearningDisability can change attitudes and make people #ThinkDifferently in the workplace. It's time to support inclusion and challenge misconceptions with @Mencap_Charity for Learning Disability Work Week: mencap.org.uk/LDWW

Facebook

- Mencap is marking this year's Learning Disability Work Week this week (9 – 15 November) by shining a light on how employers have been able to “Think Differently” and provide the right support people with a learning disability and/or autism to access employment opportunities and be a success. Head over to Mencap's Facebook page at facebook.com/Mencap to share your success stories, whether you're an employer or you're proud to have a job, let us know! For more information about Learning Disability Work Week head to mencap.org.uk/LDWW
- Did you know that only 6% of people with a learning disability of working age are in paid employment? It's Learning Disability Work Week 2020 and we support @Mencap's call for employers to “Think Differently”. To find out more about what it means to employ someone with a learning disability and how Mencap can help, visit Mencap.org.uk/LDWW

LinkedIn

- Did you know that only 6% of people with a learning disability of working age are in paid employment? It's Learning Disability Work Week 2020 and we support @Mencap's call for employers to "Think Differently". Opening your doors to people who are all too often ignored when it comes to meaningful employment will make your organisation more diverse, more inclusive, and more representative. To find out more about what it means to employ someone with a learning disability and how Mencap can help, visit Mencap.org.uk/LDWW

Images

There are selection of images that you can use in your social media posts included in the this pack.

Other helpful resources

- 1.[About Mencap](#)
- 2.[Learning Disability Week 2020](#)

Thank you for your support!