

# SUPPORTING YOUNG PEOPLE INTO CAREERS, VIRTUALLY

## Keepmoat Homes case studies



Physical school closures and social distancing measures during COVID-19 made it more complex to reach young people with information about education, employment and training opportunities and at a time when it is crucial to do so.

This led Keepmoat homes to work in partnership with Salford City Council, Salix Homes and Galliford Try to coordinate an online 'Find My Future' week.

Aimed at 16 to 25-year olds, it took place on Facebook between the Monday 5 October to Friday 9 October with videos created about opportunities in Salford such as apprenticeships and traineeships.

Keepmoat Homes and partners took the lead on a virtual session about the construction industry with video clips about college life, the different types of construction, the different roles the construction industry has to offer and much more.

Over the full week, the sessions reached over 28,000 people with approximately 7,500 views.