

The logo for the Living Wage Foundation, featuring the text "Living Wage Foundation" in a blue and green color scheme with a stylized graphic of three overlapping circles in blue, green, and yellow.

Living  
Wage  
Foundation

LIVING WAGE WEEK

2023

HOW TO MAKE THE MOST OF LIVING

WAGE WEEK 2023





# **AGENDA**

**10:30-10:45**

**INTRODUCTION**

**WHAT IS LIVING WAGE WEEK?**

**THIS YEAR'S THEME**

**WHAT DO YOU WANT TO GET OUT OF TODAY?**

**HIGHLIGHTS FROM LAST YEAR**

**10:45-11:00 HOW TO GET INVOLVED IN LIVING WAGE WEEK**

**SOCIAL MEDIA, LOGOS, MERCH, COMPETITION**

**11:00-11:10 QUESTIONS**

**11:15-11:20 BREAK**

**FROM 11:20 – 12:00 WORKSHOP ON ORGANISING EVENTS**

# What is Living Wage Week?

- It's our annual **celebration** of the Living Wage movement and our network
- Provides a great opportunity to highlight the importance of the Living Wage to the **media**
- **Events** take place up and down the country, organised by the LWF or Living Wage employers
- An opportunity to **raise awareness** of what the Living Wage is, the impact it has and why it's so important.

## **When is the announcement of the new rates?**

- 24th October – more information to be circulated soon.



## **2023 Theme:**

Tackling the cost-of-living crisis with a real  
Living Wage and decent work

## Over to you...

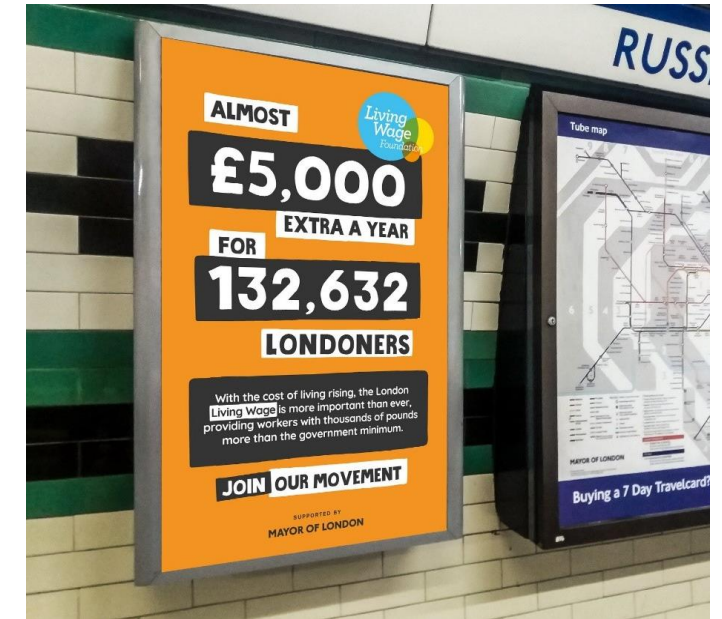
- What do you want to get out of this webinar?
- Have you taken part in Living Wage Week celebrations before? If so, how many?

Let us know in the Menti!



# 2022 Highlights

- The Living Wage was featured in 615 pieces of media coverage, with interviews on BBC Breakfast and Radio 4's Today Programme
- #LivingWage reached 25 million people
- 30 events took place across the country, with over half organised by Living Wage Employers.
- Advertising campaigns across London and Manchester



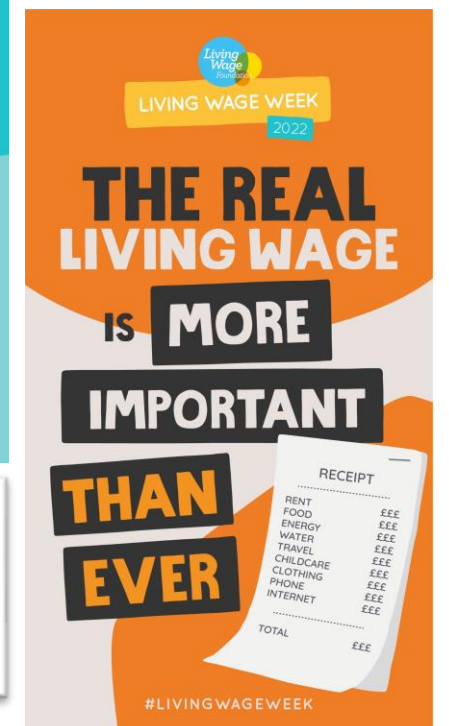
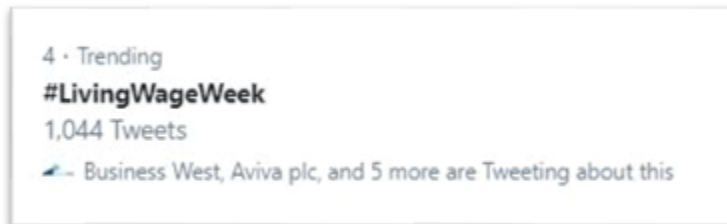
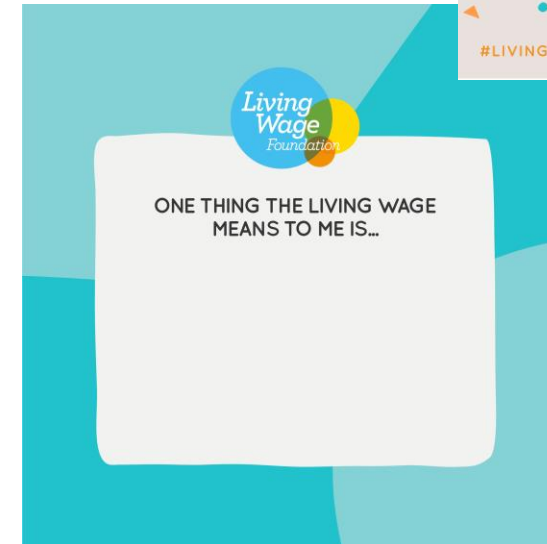
## HOW TO GET INVOLVED THIS YEAR?

- **Social media**
- **Display the logo**
- **Merchandise**
- **Competition**
- **Events**



## SOCIAL MEDIA – SPREAD THE WORD

- Living Wage Week digital pack – what's in it and how to use it?
- Spread the word
  - Schedule a post
  - Share a graphic
  - Share your story
  - Get creative - (competition)
- Tell your story – write a blog, share your story on social media, film a video
- Use the #LivingWageWeek hashtag and tag us in your posts





# DISPLAY OUR LOGO



- Shop fronts?
- Packaging?
- Transport stickers?
- Use your space...
- Get creative!



# ADVERTISING SPACES



# MERCH

Get creative and celebrate with Living Wage pens, totes, bunting, badges, keep cups, mugs, speaker packs and shop-front celebration packs.

Deadline to order 30th Oct  
[livingwage.org.uk/shop](https://livingwage.org.uk/shop)



# LIVING WAGE WEEK COMPETITION

- Enter during Living Wage Week 6th-12th Nov
- To enter: post a Living Wage-themed picture of your team on social media using the hashtag #LivingWageWeek
- The Living Wage Employer with the most creative picture will win
- Some ideas: unique settings, creative collages, fun poses, famous landmarks, our colours, a giant logo... think out of the box!
- Prize to be won!

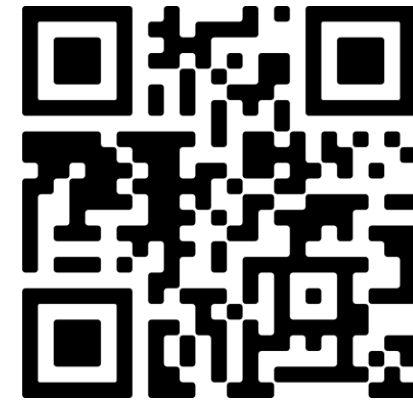


# QUESTIONS?

**PLEASE ASK YOUR QUESTIONS IN THE CHAT BOX!**

## 3 WAYS TO GET INVOLVED IN LIVING WAGE WEEK

1. **Download the digital pack**
2. **Share your story #LivingWageWeek**
3. **Display the Living Wage logo**



Find all Living Wage Week-related news on the Living Wage webpage here:

[www.livingwage.org.uk/living-wage-week](http://www.livingwage.org.uk/living-wage-week)