**NCLW TikTok brief**

We want to create a thunderclap\* moment on TikTok that raises awareness for [National Care Leavers’ Week](https://becomecharity.org.uk/national-care-leavers-week).

The theme this year is CARE.

**C** – Celebrate care leavers

**A** – Amplify their voices

**R** – Raise awareness of challenges

**E** – Encourage change in policy and practice

You can take a letter from CARE (or all four) and talk about it in whatever format you like, for example a GRWM video or day in the life vlog – anything that feels genuine, and you are comfortable with. Make sure you tag [@BecomeCharity](https://www.tiktok.com/@becomecharity) & use the hashtag #NCLW23 so we can repost it. **We will all post on Wednesday 25 October.**

Throughout the week, at Become, we will be highlighting our [#EndTheCareCliff campaign](https://becomecharity.org.uk/become-the-movement/our-campaigns/ending-the-carecliff/): We want to permanently #EndTheCareCliff and the expectation of ‘independence’ asked of young people as they approach 18. If you feel comfortable, you could talk about what it means to turn 18 as someone who has experienced care.

If you want me to take a look at it before, please send to me by **18 October** to check in time. I’m more than happy to discuss any ideas/support you.

\*A thunderclap moment on social media is where a lot of people put something out at the same time to generate a buzz, amplify a message and create more chance of more people seeing it.

If you have any questions (no question is a silly question) or think of any other ideas you’d like to do, please email me (Kirsten) at Kirsten.Graver@becomecharity.org.uk