

Press Release

For Immediate Release

‘Social Media: VIP Access’ – 2 days @ Slenky HQ!



www.slenky.com connects 13-24 year olds with their *shot* - so when some of our users asked about social media *shots* we responded by offering 2 days in our business – ‘Social Media: VIP Access’.

On 30th & 31st August 2012 we brought 24 *shot* seekers to Slenky HQ to explore social media, explore how different agencies could be encouraged to use it and its importance to young peoples’ futures. In our unique two-day creative boot-camp, where Team Slenky learned as much as the *shot* seekers, we also managed to squeeze in competitions, giveaways, pizza and a Chinese takeaway, music, tech and some serious comedy!

“The guys created a real buzz – *engaging with brands they would like to see on Slenky via Twitter and Facebook.*”
Robert Stevens – Marketing Executive, Slenky.

Business Environment (BE) kindly donated office space for two days at Wembley and the group brought their laptops, mobile phones, tablets and cameras as part of the social experience. Urban fashion brand **WeHustle** gave free t-shirts on arrival which the guys decided to wear for the day.

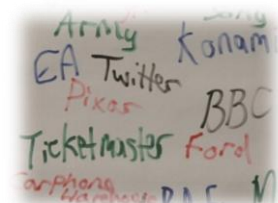


“Slenky’s event brought some real life to our Wembley centre. BE has 15 centres around the country occupied by 1000's of businesses so we're keen that those centres connect with local young people. It's about more than office space.” **Steve Moore – Marketing Manager, Business Environment.**

Team Slenky ran social media workshops on both mornings, exploring different platforms and their niches, giving some insight to the sector and then helping to create and improve their online profiles. The afternoon sessions were competitive where teams created and presented ideas for online youth marketing campaigns. The challenge was to identify and communicate on any platform with the brands and agencies they feel are part of their lives; the ones young people identify with, respect, value, recommend and share – and who they felt they’d like to **connect** with on Slenky. We learned a lot... ☺



“Who would you like to connect with?”



Slenky's swagger is about mixing fun into hard work so... with our friends at **Hilton Hotels** the final competition asked for completely original creative campaigns that would involve a brand – *any brand globally* – partnering with **Slenky** to provide **shots**. The winners won a special meal at the new Hilton London (Wembley) – with 5 runners-up winning vouchers to spend with **WeHustle.co.uk**.



“We recognise the need to ensure young people have access to opportunities and training so they obtain the necessary skills to make them attractive in a global marketplace.” **Ben Bengougam – HR Vice President, Hilton Worldwide.**



“Slenky's 13-24 members are our customers; we walk their walk so enjoy getting stuck into stuff like this.” **Richard Botchway – CEO, WeHustle.co.uk.**

Some stand out activity includes:

- ‘#Slenky’ was tagged **600+** times in two-days
- **1 tweet** every **45 seconds**
- **1 facebook** update every **60 seconds**
- **Choice FM’s** DJ KC gave the guys a live shout during her show – to massive cheers!

Sample Tweets later on:

- “Thank you @slenkyshots for a good day, behind the scenes of social media...Really enjoyed it :)” **Kyle (19)**
- “@slenkyshots Had an amazing day with you guys!! #slenky :)” **Joanna (17)**
- “Proud of myself, my project ideas won me a dinner at Hilton Hotel. Thanks @slenkyshots !” **Jae (16)**

-ENDS-

Notes to editor:

- Slenky is a social platform connecting 13-24 year olds with opportunities, such as jobs, apprenticeships, internships, training, sports, competitions and events. www.slenky.com
- Sponsor: We Hustle. www.wehustle.co.uk
- Sponsor: Hilton – London Wembley. www.hilton.com
- Sponsor: Business Environment (BE). www.beoffices.com

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