

**SOCIAL MOBILITY**

**DAY 2026**

**SUPPORTERS TOOLKIT**

**SOCIAL  
MOBILITY  
DAY**

[socialmobilityday.com](https://socialmobilityday.com)

**On Social Mobility Day, we want to champion equitable employment opportunities for all.**

Engaging with social mobility is way more than a gesture – it's a strategic investment which can directly benefit your organisation's bottom line.

Building a workforce with diverse socio-economic backgrounds brings fresh perspectives, fosters creativity, and delivers innovation. This, combined with better decision-making and problem-solving delivers significant competitive edge.

Not all organisations are at the same point in their stories. Some are just beginning. Start your chapter because **#StoriesMatter**

# RAISING AWARENESS AND UNDERSTANDING

## on Social Mobility Day

Every year on Social Mobility Day, we go big – amplifying voices, raising awareness, and deepening understanding of **social mobility in the UK**. We highlight its **value and impact**, urging organisations to put **socioeconomic diversity**, at the heart of everything they do.

This year, **Stories Matter**.

We're asking everyone to demonstrate why **#StoriesMatter** to them by sharing the instances that **challenged perceptions, changed paths, and redefined possibilities**. Moments that

opened doors, shattered stereotypes, or proved that background should never be a barrier.

By sharing these stories, we can break down biases, change outdated narratives, and shift perspectives—empowering people from less advantaged backgrounds to see what's possible. To believe they belong. To step forward with confidence—whether that means applying for a job, seizing an opportunity, or striving for success. At the same time, these stories showcase the real benefits of socio-economic diversity to organisations—proving

that when organisations embrace talent from all backgrounds, they gain fresh perspectives, stronger problem-solving, and a true competitive edge.

**We all have stories that shaped us. Let's share them. Let's spark conversations. And let's create new ones.**

Because **every action** we take today helps write the next chapter. One where more people see what's possible, feel they belong and have the **opportunity to succeed. #StoriesMatter**.

# STORIES MATTER

Stories shape how we see the world and our place in it. Long before we learn about careers or pathways, we learn about people. The stories we hear growing up help us imagine what's possible, influence the choices we make and shape who we believe we can become. That's why stories matter in social mobility. They make opportunity visible. They turn abstract ideas into something real, human and achievable.

For organisations, stories are more than something to tell. They're something to build. Every decision, every hire, every conversation contributes to a wider narrative about who gets a chance and who gets left out. Social mobility doesn't happen by accident. It's created through deliberate action, by opening doors, removing barriers and making sure opportunity is truly accessible. And when organisations share those stories, not just the outcomes but the journey, they help others see what's possible and how to make it happen.

Not every organisation is at the same point in its story. Some are just beginning. Others are further along, shaping new chapters and helping others follow. Wherever you are, what matters is what you do next. Social Mobility Day is an invitation to put pen to paper. To start a new chapter. To write a story you can be proud of, one where more people have the chance to grow, succeed and belong.

Because social mobility shouldn't feel like something from a different world. It should be part of the one we're building together.



**YOU DON'T NEED TO DO EVERYTHING.**  
THIS TOOLKIT IS DESIGNED TO BE FLEXIBLE. YOU CAN ENGAGE WITH ONE ASK, A FEW, OR ALL OF THEM – WHATEVER FEELS RIGHT FOR YOUR ORGANISATION OR YOUR ROLE.

# THE ASK #1

## CHAPTER 1: TURN OVER A NEW LEAF

**PROMPT:** What's one achievable thing you can do this week to start or move forward your organisation's or personal social mobility story?

Write your "Chapter 1" on a bookmark print out or share your thoughts on social media using one of our LinkedIn and Instagram templates.

### EXAMPLES TO GUIDE THINKING FOR ORGANISATIONS:

- Set up a listening session with colleagues from different socio-economic backgrounds
- Reach out to someone or an organisation already doing this well
- Review one barrier in your hiring or progression process
- Review where you advertise roles to broaden who sees your vacancies
- Share an internal story that hasn't been told yet
- Share a social mobility resource or best-practice article with your leadership team
- Pilot a 'social mobility advocate' role or volunteer champion

### EXAMPLES TO GUIDE THINKING FOR INDIVIDUALS:

- Read a recent article or listen to a podcast about social mobility
- Have an open conversation with friends about social mobility, what it is and why it matters
- Share a post about your own experiences of social mobility on social media

# THE ASK #2

## CHAPTER 2: THE PLOT TWIST

**PROMPT:** Tell us about a 'plot twist' that happened within your, or your organisation's, journey with social mobility.

Write your "Chapter 2" on a bookmark print out or share your thoughts on social media using one of our LinkedIn and Instagram templates.

### EXAMPLES TO GUIDE ORGANISATIONS:

- Describe a moment or decision that was made that changed how your organisation approaches the topic of social mobility. What sparked the change?
- Describe a moment more opportunities opened up for those from different socio-economic backgrounds in your organisation. What difference did this have on individuals and the wider organisation?
- Describe a conversation that changed your organisation's direction when it comes to social mobility.

### EXAMPLES TO GUIDE INDIVIDUALS:

- Describe a moment or conversation you had that changed your/someone else's perception of equal opportunities. What started the conversation?
- Describe a small action you took that ended up making a bigger difference than you expected. What did you do? What happened next?

# THE ASK #3

## CHAPTER 3: IN A LAND NOT SO FAR AWAY

**PROMPT:** Looking ahead, what's one change you hope to see in your organisation or wider society that would help improve social mobility?

Write your "Chapter 3" on a bookmark print out or share your thoughts on social media using one of our LinkedIn and Instagram templates.

### EXAMPLES TO GUIDE ORGANISATIONS:

- What's a barrier to application you want to tackle next?
- What's an ambition you're ready to set as a team?
- What story do you want your organisation to be able to tell this time next year?

### EXAMPLES TO GUIDE INDIVIDUALS:


- What's a tangible difference you want to see in schools?
- What changes do you want to see in your local community?
- What language do you hope changes around social mobility in the future?

# SOME OF last year's highlights

Last year we encouraged people to be part of the conversation by sharing their Shift Moment – the turning point in their careers or organisations that defied expectations, proved people wrong, or challenged traditional narratives about success. **#ShiftMindsets**.

We had an amazing response. A big thank you to everyone who shared their story, asked a question or helped spread the word.

**Rhys Sanchez** · 3rd+ Partner at DWF  
Happy Social Mobility Day 2025 🌟  
Social mobility isn't just a concept; it's a ...more



54 likes · 3 comments · 4 reposts

**Leanne Baker FCI...** · 3rd+ Chief People Officer at Senedd Cy...  
Today is Social Mobility Day—a cause that's close to my heart.  
Today is a reminder, and a call to action, for employers to actively break down barriers for those from lower socioeconomic backgrounds.  
Social mobility isn't just about fairness—it's about unlocking untapped potential, creating more diverse teams, and building a stronger, more inclusive workforce.  
Let's continue to challenge assumptions—here's one:  
Kids from council estates don't grow up to be much\*  
\*I grew up to be the Chief People Officer @Senedd  
[#SocialMobilityDay](#) [#shiftmindsets](#)

40 likes · 5 comments

**Ashton T.** · 2nd Project Management | Human Res...  
It's [Social Mobility Day](#), so let's correct some assumptions 🙌



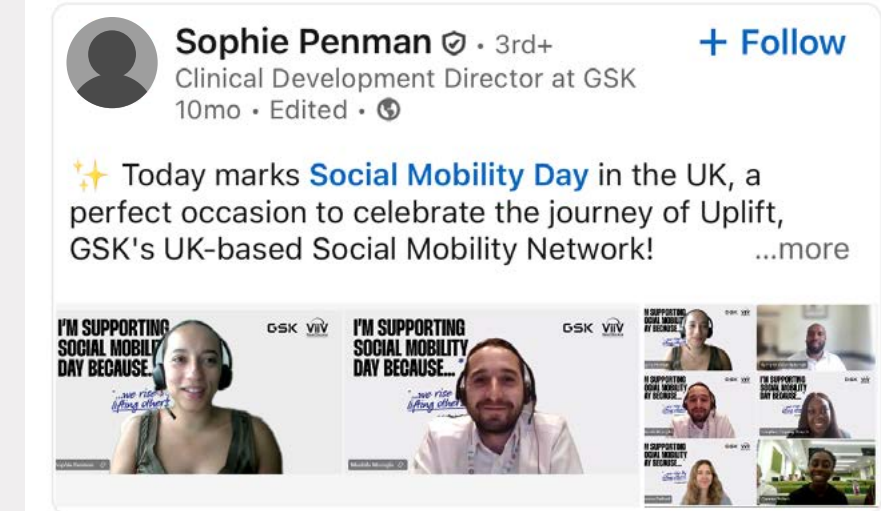
45 likes · 3 comments

**Nicola Weekly** · 2nd Business Engagement and Higher...  
Indulge me if you will on this [#socialmobilityday](#).  
My story, a girl from a south London council estate.  
Care leaver at 10 barely able to write and no maths at all. Pregnant by 18. Minimal GCSEs no maths. Single mum of 2 by 23.  
Odds are stacked against me.  
Now at the grand old age of 50. I've worked in HR, finance and retail. I have a psychology degree, 4 amazing kids and a job that allows me to open the door to another life for kids who can't see how they could ever succeed.  
If that's not social mobility then I don't know what is. Turn your weakness to strength and help others. Not bad for a council estate girl 🙌😊  
[#socialmobilityday25](#)

58 likes · 7 comments · 1 repost




**Sally Jackson** · 2nd Former GSK Executive Team | Chie...  
On [#socialmobilityday](#) shout out to amazing [GSK](#) people [Sophie Penman](#) and [Mustafa Moroglu](#) and the Uplift network they've created which is already making such an impact

**Sophie Penman** · 3rd+ Clinical Development Director at GSK  
🌟 Today marks [Social Mobility Day](#) in the UK, a perfect occasion to celebrate the journey of Uplift, GSK's UK-based Social Mobility Network! ...more



45 likes · 2 comments

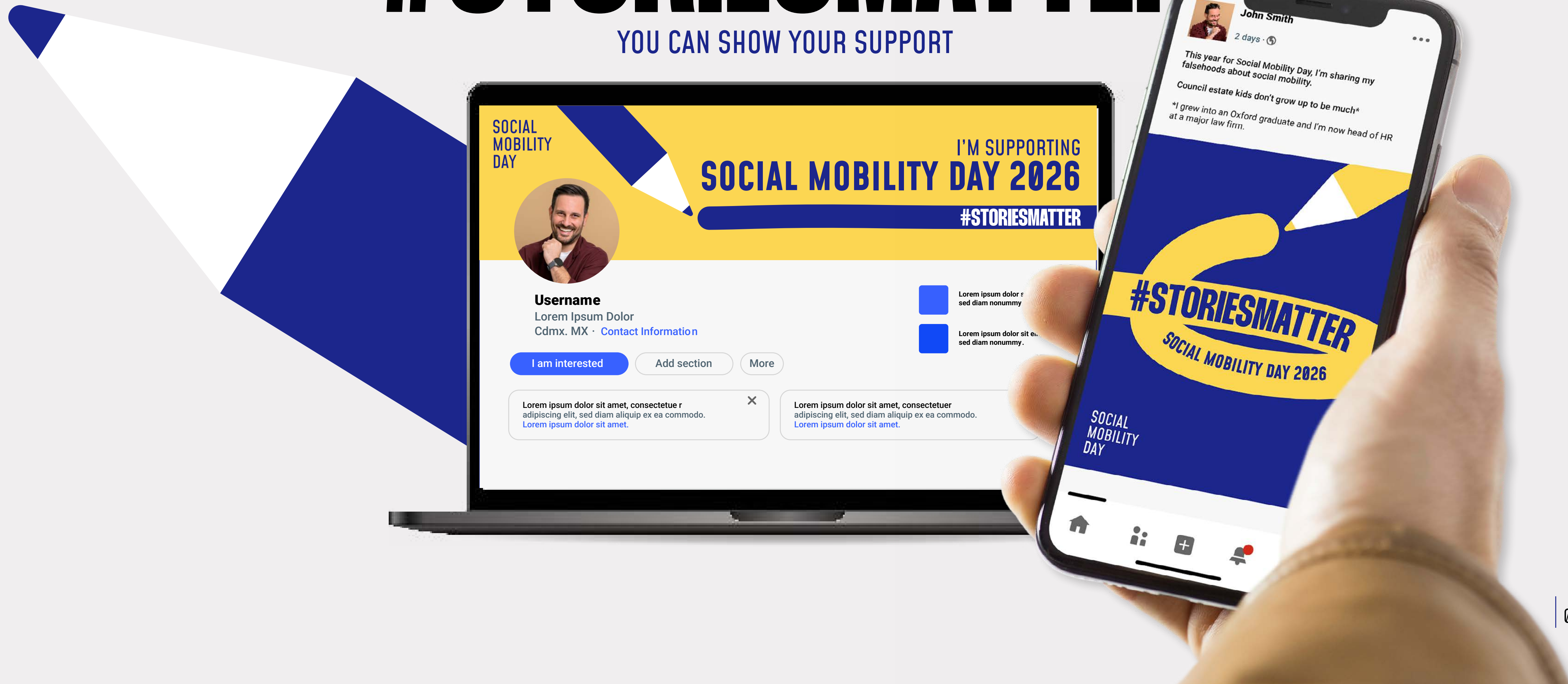
**Chantelle Powers** · 3rd+ Early Careers Recruitment Lead @...  
Yesterday was an incredible day at [JLR](#), making a mark for Social Mobility. Post coming soon! But today I feel so proud to feel at home on LinkedIn. 🏠 ...more



152 likes · 8 comments

# #STORIESMATTER

YOU CAN SHOW YOUR SUPPORT



# LINKEDIN

## banners



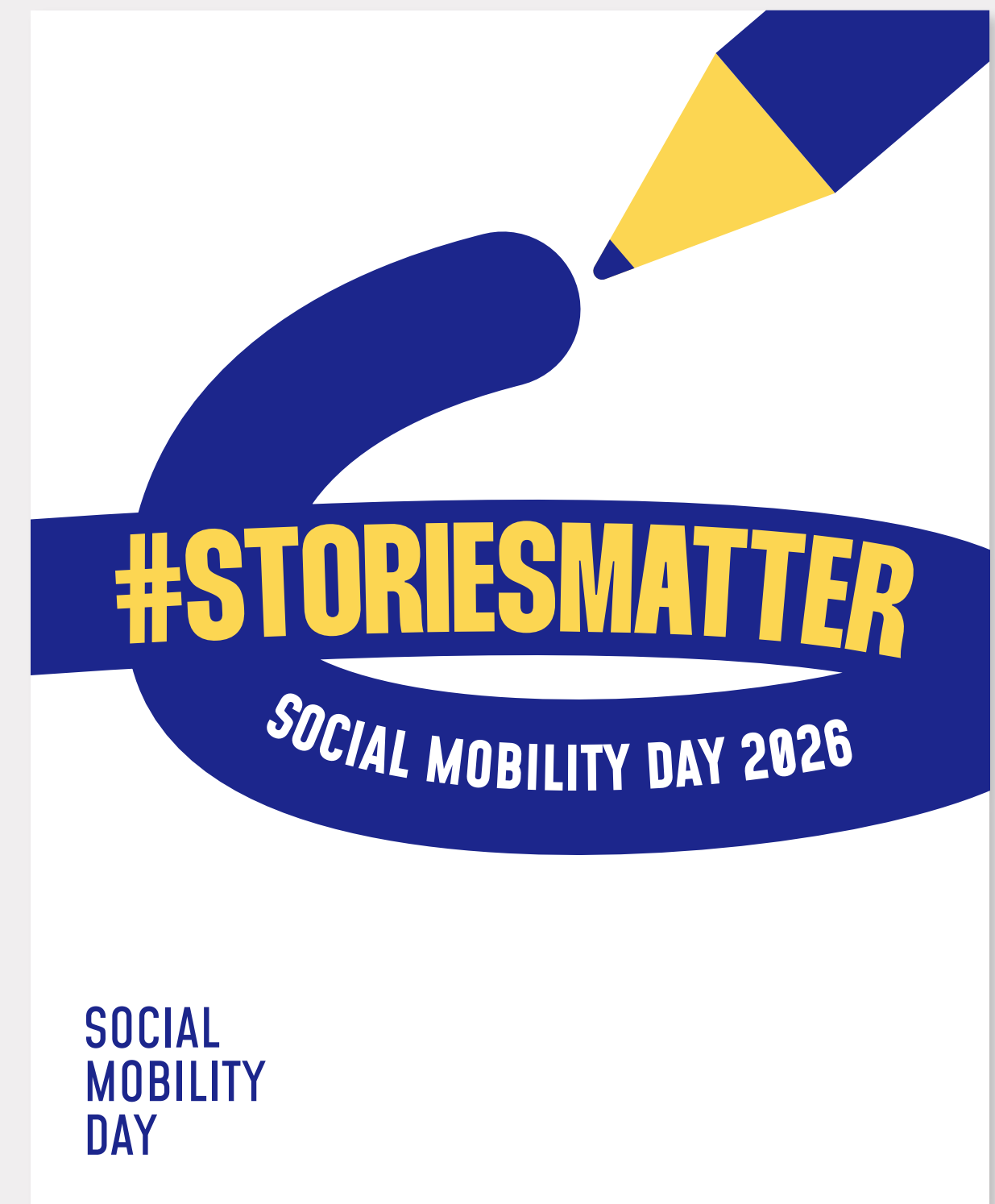
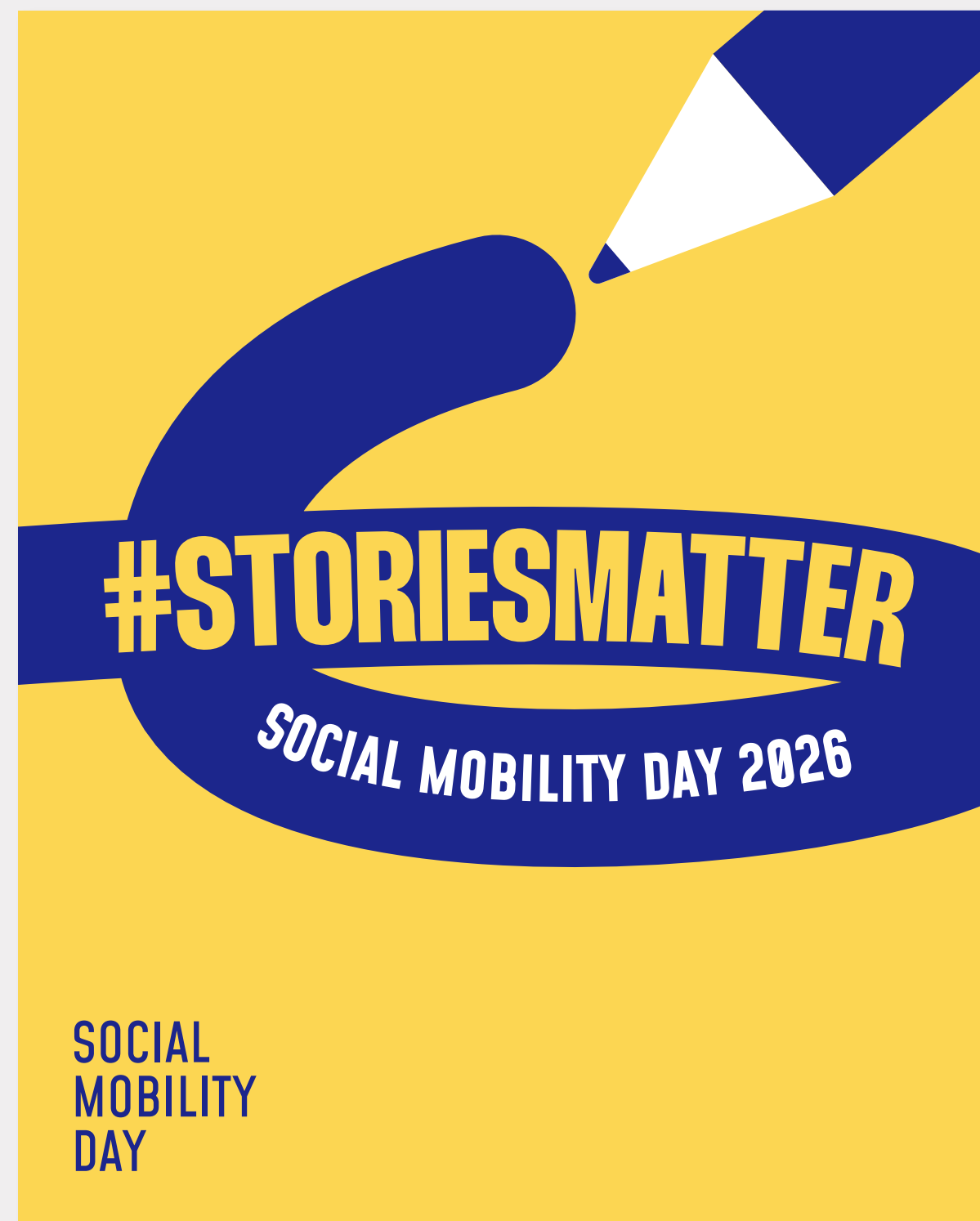
### How to download

1. Click download
2. It will open up a webpage with the asset.
3. Right-click and select Save Image As...
4. Save

**Note:** If you can't see anything, don't worry! It's probably because the asset is white and should be used on a dark background.

# FOCUSED HEADLINES

social assets





# BOOKMARKS

SOCIAL  
MOBILITY  
DAY

## CHAPTER 1:

### TURN OVER A NEW LEAF

WHAT'S ONE  
ACHIEVABLE  
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START OR MOVE  
FORWARD YOUR  
ORGANISATIONS  
OR PERSONAL  
SOCIAL MOBILITY  
STORY?

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## CHAPTER 2:

### THE PLOT TWIST

TELL US ABOUT  
A 'PLOT TWIST'  
THAT HAPPENED  
WITHIN YOUR  
BUSINESS'S/  
PERSONAL  
JOURNEY  
WITH SOCIAL  
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SOCIAL  
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## CHAPTER 3:

### IN A LAND NOT SO FAR AWAY

LOOKING  
AHEAD, WHAT'S  
ONE CHANGE  
YOU HOPE TO  
SEE IN YOUR  
ORGANISATION  
OR WIDER  
SOCIETY THAT  
WOULD HELP  
IMPROVE SOCIAL  
MOBILITY?

# BRANDING

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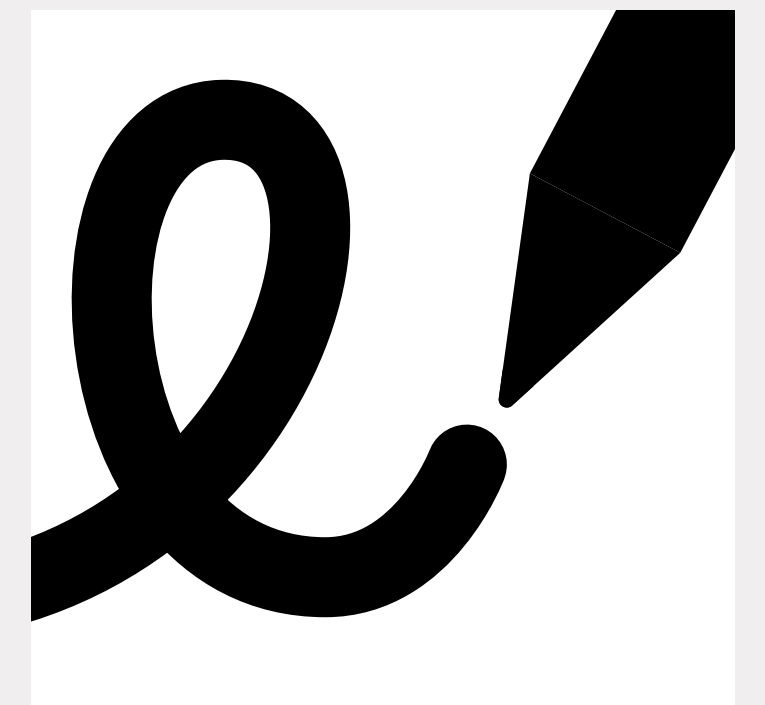


**#STORIESMATTER**

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# THANK YOU

Thanks again for your enthusiasm and support. It's incredible. So, please, keep spreading the word and help us show that **#StoriesMatter**. Moments that show just how important social mobility is for everyone in the UK.

If you have any questions about Social Mobility Day 2026, or you'd like to sponsor or support us, please contact:

Eugene Blavo:

[eugene.blavo@mtl.org.uk](mailto:eugene.blavo@mtl.org.uk)

020 8962 1900

[somo.uk](http://somo.uk)