Young Enterprise

Member of JA Worldwide

- FINANCIAL CAPABILITY
- ENTREPRENEURSHIP
- WORK READINESS

Company Programme

Etiquette Guide

Registered Charity No. 313697 in England & Wales and SC054666 in Scotland

About the programme

The Company Programme provides a real-life learning opportunity that introduces young people in S5 & S6 to the realities of the world of work.

You will work in teams to set up and run your own Young enterprise student company under the guidance of a Business Mentor. With access to our Company Connect platform resources, videos and step-by-step guidance, you will work as a team to make all the decisions about your business, from deciding on the company name, managing company finances as well as selling to the public through pop up shops and our unique e-commerce platform Trading Station.

You will gain practical business experience, an enterprising mindset and employability skills which can help build a successful future.

With this in mind it is important to conduct yourself in a professional manner throughout your journey through the Company Programme. Within this document you will find all you need to know about the proper etiquette that should be displayed within your Company!

Note: This document sets out the behaviour and conduct expected to participate in a Young Enterprise Programme. You should also abide by your schools Code of Conduct.

COMPANY PROGRAMME

THE 4 STEPS OF COMPANY PROGRAMME ETIQUETTE

Company Programme is run over a full Academic year. Over the course of the programme students endeavour to follow these four simple steps...

1

NECESSARY TASKS

Reading the Operating Framework, Photo Consent, Product Approval & Regional Tax

2

PROGRAMME COMMUNICATION

Approach everyone with respect, politeness, kindness and with a clear ask of what you need support with

3

SOCIAL MEDIA DO'S & DON'TS

Ensuring your Company represent themselves, the School and Young Enterprise appropriately and support other Companies respectfully

4

IN-PERSON EVENTS

Reminders to conduct yourselves in a professional manner to positively represent your Company, School and Young Enterprise

FOLLOW THESE 4 EASY STEPS...

1

NECESSARY TASKS

Read and Understand the Company Programme Operating Framework and ensure you have completed/ submitted/ paid the following:

Registration: Your Company only "exists" once registration has been completed and paid for by the Educator/School. Registration ensures you are covered by the Young Enterprise product & public liability insurance and grants access to resources such as Company Connect.

Product Approval: Student cannot sell their product/services (either in school, to the public or at an event) if they do not have Product Approval granted for all products. Companies submit a "Product Approval Form" on Company Connect and wait for it to be "Approved" by Young Enterprise.

Photo Consent: Student's won't be able to attend in person events, without the Educator uploading Photo Consent information to Company Connect.

Regional Tax: Companies cannot attend their local Regional Final in March without first paying their Regional Tax. Information sent to Educators and on Milestone 7 of Company Connect.

2

PROGRAMME COMMUNICATION

There may be certain times during the year where you will seek clarification or support from your Educator, Business Mentor, Young Enterprise Volunteer, or Young Enterprise UK Staff.

Please make sure you approach everyone with respect, politeness, kindness and with a clear ask of what you need support with. E.g. if you email company.scotland@y-e.org.uk for support with product approval, then include young company name, number and school in your email with a clear subject description.

5

SOCIAL MEDIA DO'S & DON'TS

Spring 2027 - the UK wide social media ban for Under 16s is enforced. This will also apply to Company Programme participants.

The widespread availability and use of social networking applications provides opportunities to communicate with various groups and potential customers in new ways.

Whilst recognising the benefits which using social media brings, these Do's and Don'ts set out the principles designed to ensure that all Student Companies use social media responsibly. And so that the confidentiality of students & Educators and the reputation of the school and Young Enterprise is safeguarded

DO

- Put "a Young Enterprise Company" in your bio/description on all Social Media accounts.
- Watch the Young Enterprise Scotland / Police Scotland video on Optimising Social Media Safely!
- Remember you are representing your school, Young Enterprise Scotland and yourselves as young professionals.
- Consider your brand and colours and post consistently.
- Define your companies tone of voice.
- Follow other Young Enterprise companies from your region or across Scotland and support each other.
- Take part in social media competitions, organised by Young Enterprise UK (details on Company Connect).
- Remember that if you follow Young Enterprise, we will keep an eye on accounts, content and behaviour and report any issues to your teachers.

DON'T

- Post derogatory or unprofessional language, images or comments on your own page or other company pages.
- Comment or post negative opinions about other Companies on the programme.
- Sell directly from a social media account, all online sales should be made via the e-commerce platform Trading Station.
- Share personal information about individual members (more than first names if necessary) as strangers from around the world could find your accounts. E.g. don't post a photo of the outside of someone's house even if you're holding a team meeting there.
- Include members of the public in posts, photos or videos unless you have written consent for this. E.g. if you decide to go "live" on Instagram during a trade fair, do not include members of the public in the stream unless it has been pre-arranged.

Student Companies should be aware that there are a number of legal implications associated with the inappropriate use of social media. Liability can arise under the laws of:

- Defamation, Copyright, Discrimination, Contract, Human Rights, Protection from harassment, Criminal Justice, Data Protection.

Company Programme participants my be removed from the programme or unable to compete in Regional/ Scottish/ UK Competitions if they are found to be using Social Media inappropriately – and that includes the bullying of other companies.

4 IN PERSON EVENTS

Similar to the Social Media guidelines, we remind you that during in-person events you are representing your Company, your school and Young Enterprise Scotland. You Should:

- Make sure to treat all members of the public and staff at the venue with politeness and respect. Do not shout, disrupt the peace or leave a mess.
- Treat Young Enterprise Scotland Volunteers and Staff who are organising the event with respect and attention.
- Make the most of the networking opportunities with customers, event partners and sponsors, and other Student Companies.
- Be friendly and supportive to other Student Companies, especially if there is a competitive element. We value good sportsmanship.
- Not bad mouth or bully other Student Companies after the event – either in-person or with online comments.

CONTACT US

If you have any questions about the Company Programme please contact us:

company.scotland@y-e.org.uk

We hope you enjoy taking part in the Company Programme experience!

To find out more about our full range of products and services visit: **https://www.young-enterprise.org.uk/young-enterprise-scotland**

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