



HM Government

# THE SKILLS TOOLKIT

## #TheSkillsToolkit

Communications toolkit - April 2020

# CONTENTS

- About The Skills Toolkit
- How you can help
- Reaching our audiences
- Key messages
- Social media
- Assets
- Press release & ministerial quote
- Newsletter story
- Email for employees
- Email for members
- Copy for websites

# ABOUT THE SKILLS TOOLKIT

[The Skills Toolkit](#) is a new online platform, giving people easy access to free, high-quality digital and numeracy courses to help them build up their skills, progress in work and boost their job prospects.

The platform offers a range of courses at all levels, from introductory to advanced, which were chosen in consultation with top businesses and educational experts. It's open to everyone, whether they have recently been furloughed and want to learn new skills, are out of work and looking to build up their CV, or if they're just keen to keep their mind healthy and busy during time spent at home.

Focussing on the skills many employers need the most, The Skills Toolkit is a first step towards recovery, helping to boost the nation's growth and productivity.

# HOW YOU CAN HELP

Through our communications we aim to raise awareness of the new platform and drive prospective learners to visit the campaign page, to help achieve a better working future for everyone.

We have four main asks of you in supporting 'The Skills Toolkit' communications. We would be grateful if you could:

- 1) **Support the launch announcement and ongoing communications** on social media and via your channels using the suggested posts and assets in this toolkit and the #TheSkillsToolkit hashtag
- 2) **Share and like social media content** about the platform on DfE channels ([Twitter](#), [Facebook](#) and [LinkedIn](#))
- 3) **Signpost to 'The Skills Toolkit'** via your website, newsletters, marketing collateral and stakeholders, and encourage your networks to do the same
- 4) **Help us promote a positive culture around learning** by talking about the value of learning new skills online and the opportunities available through The Skills Toolkit

# REACHING OUR AUDIENCES

We have 2 main audiences we'd like you to help us reach where possible:

- 1. Prospective learners** – the platform is open to everyone, whether they're furloughed, out of work, or just keen to learn a new skill
- 2. Employers** – we'd like employers to encourage their employees to take up these learning opportunities where appropriate, so they can develop the higher-skilled workforce they need and support employee wellbeing and progression

Over the following pages we've provided details of the messaging and content that would be suitable for these audiences.

We'd be grateful if you could select the messages and content that are most suitable for your channels based on your audience following.

# KEY MESSAGES: PROSPECTIVE LEARNERS

- The Skills Toolkit will give you easy access to free, high-quality courses to help you build up your skills in digital and numeracy
- Building up your skills is a positive step towards progressing in work or securing a new job
- Digital and numeracy skills are valuable and sought after for all kinds of jobs
- Learning a new skill could also help support your mental health and wellbeing during this difficult time
- Online learning gives you the flexibility to learn in a way that works for you
- Boosting the nation's digital skills is a first step towards recovery and helping people build up the skills employers need

## Call to action (CTA):

- Print: Build up your skills now at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit)
- Online: Build up your skills now with [The Skills Toolkit](#)

# SUPPORTIVE MESSAGES: PROSPECTIVE LEARNERS

- It's easy to get started, with a selection of courses packaged up for you to choose from
- Why not encourage a friend or colleague to try the same course, so you can compare notes over a cup of tea
- Talk to your family about the course you would like to do so they can support you to find the time and space to learn from home

If you'd like to talk to someone about which course you should choose, you can contact a careers adviser via social media, webchat and phone on 0800 100 900.

Visit [nationalcareers.service.gov.uk/contact-us](https://nationalcareers.service.gov.uk/contact-us)

# KEY MESSAGES: EMPLOYERS

- Boosting the nation's digital skills is a first step towards recovery, helping people build up the skills employers need and boosting growth and productivity
- The Skills Toolkit focusses on the skills employers need, giving people easy access to free, high-quality courses in digital and numeracy
- This is good opportunity to give people a taster of online learning, helping you to deliver effective in-work training in future
- The Skills Toolkit could help you support and develop your furloughed employees



# SOCIAL MEDIA: PROSPECTIVE LEARNERS

## Suggested social media posts to attract prospective learners to use The Skills Toolkit

### Example launch day post:

Today @educationgovuk launched The Skills Toolkit, a new online platform that will give you easy access to free, high-quality courses to help you build up your skills in digital and numeracy to get ahead in work. Build up your skills now at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit

### Example posts:

- Online learning gives you the flexibility to learn in a way that works for you during this difficult time. That's why @educationgovuk have launched The Skills Toolkit, a new online platform that provides you access to free, high-quality courses to help you build your skills in digital and numeracy. Find out more at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit
- Building up your skills is a positive step towards progressing in work or securing a new job which is why @educationgovuk have launched The Skills Toolkit, a new online platform that provides you access to free, high-quality courses to help you build your skills in digital and numeracy. Check it out now at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit
- Help keep your mind healthy during this difficult time, by learning something new using The Skills Toolkit from @educationgovuk. Find easy to access, high quality digital and numeracy courses you can do whilst your at home. Build up your skills today at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit

# SOCIAL MEDIA: EMPLOYERS

## Suggested social media posts to share with employers

### Example launch day post:

Today @educationgovuk launched The Skills Toolkit, a new online learning platform that focusses on the skills employers need by giving people easy access to free, high-quality courses in digital and numeracy. Find out more at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit

### Example post:

- The Skills Toolkit, a new online learning platform that packages up a selection of free, high-quality courses in digital and numeracy, could help you support and develop your employees at this difficult time. Find out more at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit
- Boosting the nation's digital skills is a first step towards recovery, helping people build up the skills employers need and boosting growth and productivity. That's why @educationgovuk has launched The Skills Toolkit, a new online learning platform that gives people easy access to free, high-quality courses in digital and numeracy. Find out more at [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit
- You can help support the wellbeing of your employees during this difficult time using The Skills Toolkit, a new online learning platform from @educationgovuk. It provides a range of free, high quality digital and numeracy courses, which could benefit both your employees and your business at no cost to you. [gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit
- Did you know your furloughed workers are allowed to learn new skills in their own time if they choose to? You can now support them in their professional development and personal wellbeing by sharing The Skills Toolkit – a new online learning platform providing access to free high quality digital and numeracy courses. [Gov.uk/theskillstoolkit](https://gov.uk/theskillstoolkit) #TheSkillsToolkit

# THE SKILLS TOOLKIT ASSETS



## The Skills Toolkit – launch animation

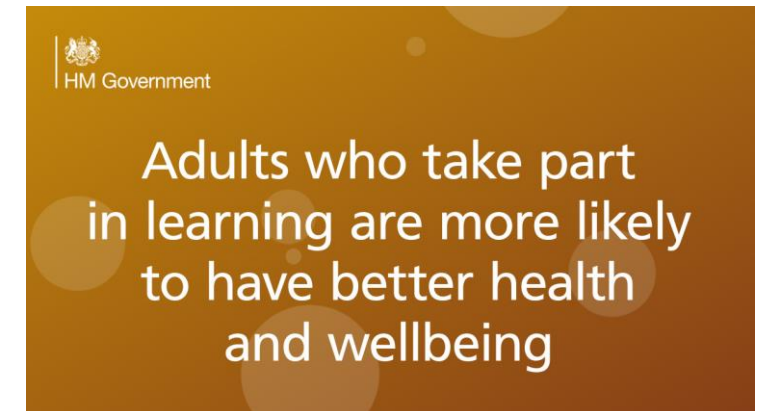
For all channels can be downloaded here:

<https://www.dropbox.com/sh/f0ek9vg8dgdX2l3/AAAPawuzFrqNwd6HY1fBIQOGa?dl=0&preview=TheSkillsToolkit.mp4>



## The Skills Toolkit – wellbeing statics x 2

Can be found in the supporting ZIP file



**UTMs for social media are available upon request**

# PRESS RELEASE & MINISTERIAL QUOTE

## Press release

Please find our press release for the launch of The Skills Toolkit in the supporting ZIP file

## Ministerial quote

You can use the ministerial quote in the press release in your own communications as needed:

***The Education Secretary, Gavin Williamson said:***

*“I know how difficult the recent months have been and the huge changes the coronavirus has brought on the daily lives of us all.*

*“The high-quality and free to access courses on offer on our new online learning platform, The Skills Toolkit, will help those whose jobs have been affected by the outbreak, and people looking to boost their skills while they are staying at home, protecting the NHS and saving lives.*

*“I want businesses to encourage their furloughed employees to use The Skills Toolkit to improve their knowledge, build their confidence and support their mental health so they have skills they need to succeed after the coronavirus outbreak.”*

# NEWSLETTER STORY TEMPLATE

## Suggested copy for e-newsletter story

Today (28 April) the government launched [The Skills Toolkit](#), which allows adults to access free, high quality online courses whilst at home. This will enable them to build new skills and help boost growth and productivity. The Skills Toolkit is available to everyone and consists of digital and numeracy courses, ranging from basic to more advanced levels. These are skills that are sought after for many types of jobs, with 82% of job vacancies requiring digital skills.

# EMAIL TO EMPLOYEES TEMPLATE

## **A message to promote The Skills Toolkit to your employees, whether furloughed or still in work.**

Dear <insert name>

Today (Tuesday 28 April), the Government has launched a new online learning platform, [The Skills Toolkit](#), which packages up a selection of free, high quality online courses in digital and numeracy.

We're all spending a lot of time at home at the moment, so we wanted to share this new opportunity with you.

The Skills Toolkit can help you build up your digital and numeracy skills. Digital skills can be anything from using social media and staying safe online, to coding, programming and digital marketing.

With courses at all levels there's something for everyone. Whether you just need a refresher or you want to learn something entirely new, we [EMPLOYER] really value all of these skills.

We understand that the current situation is difficult for all of our staff, but if you can find the time, learning is also known to benefit mental health and wellbeing. [Employer] think The Skills Toolkit is a great way to try out a new way of learning in your own time.

The platform is available for everyone, so if you have the opportunity to do so, we feel you would really benefit from accessing The Skills Toolkit to see whether you can build up your skills for the future.

# EMAIL TO MEMBERS TEMPLATE

## Suggested email copy for representative bodies to send to their members

Dear <insert name>

Today (Tuesday 28th April), the Government has launched a new online learning platform, [The Skills Toolkit](#), which gives people easy access to free, high quality online courses. [Rep Body] feel it can help all of our members to build up their employee's skills from home, for a better working future.

The Skills Toolkit offers a selection of digital and numeracy courses, ranging from introductory to more advanced levels. These include courses on how to use Microsoft Office, presenting your work with impact and learning how to code for data analysis.

We understand that the current situation is difficult for all of our members and their employees, but learning is also known to benefit mental health and wellbeing, both of which are important for any organisation. [Rep Body] is fully supportive of The Skills Toolkit and we see this as a great way of delivering free, high-quality learning that is available to all, as well as providing a taster of the benefits of flexible, online learning.

The platform is available for everyone, so if your workforce has the opportunity to do so, we feel they would really benefit from accessing The Skills Toolkit to see whether they can build up your skills for the future.

# COPY FOR WEBSITES

## **Suggested website copy for providers or stakeholders signposting to The Skills Toolkit**

### **Learner audience:**

[The Skills Toolkit](#) is a new online learning platform launched by the Government. It gives you access to free, high-quality digital and numeracy courses, to help you build up your skills, progress in work and boost your job prospects [while we're staying at home]. Digital skills can be anything from using social media and staying safe online to coding, programming or digital marketing. There's something for everyone, no matter what level you want to start at. Whether you just need a refresher or you want to learn something entirely new, you can choose from introductory courses, intermediate or advanced.

### **Stakeholder audience:**

[The Skills Toolkit](#) is a new online learning platform launched by the Government. It gives people access to free, high-quality digital and numeracy courses, to help them build up their skills, progress in work and boost their job prospects. Digital skills are becoming increasingly essential across a vast array of jobs and sectors in the modern workforce, with three quarters (75%) of all job openings requiring at least basic digital skills. Boosting the nation's digital skills is a first step towards recovery, helping people build up the skills employers need and boosting growth and productivity.



THANK YOU!