

SKILLS FOR WORK

from  LANCASHIRE SKILLS
& EMPLOYMENT HUB and partners

SKILLS FOR WORK PARTNER TOOLKIT

September 2020

[#SkillsForWork](https://www.skillsforwork.org.uk/)

CAMPAIGN AGREEMENT

- The Skills for Work website campaign is a collaboration to provide support to the people of Lancashire, by helping them gain the skills they need to succeed.
- By signing up to be a partner in the campaign and gain access to the Skills for Work campaign material you agree to:
 1. Follow the guidance supplied in this campaign toolkit
 2. Use the suggested copy and assets appropriately
 3. Create any additional posts appropriately in the same style as the existing assets and copy.

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CAMPAIGN OVERVIEW

- The Lancashire Skills and Employment Hub has, in partnership with over 50 organisations, created www.skillsforwork.info to help the people of Lancashire gain the skills they need to succeed as we begin to emerge from the Covid-19 pandemic.
- The organisations have come together to provide over 100 different offers of fully funded and free support for people in Lancashire.

ABOUT THE WEBSITE

- The website provides Lancashire residents with one place to get information about skills and employment support, with coaching and wellbeing support throughout.
- The website is functional and is a simple signposting tool.

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BENEFITS OF THE CAMPAIGN

- We can focus on a single place for people to be signposted to a broad range of funded support on offer
- Enables us all to easily signpost people to the wide range of offers from: websites, social media platforms, press and radio
- Our collaborative approach and focus on key messages and not projects means:
 1. the messages can be shared by all partners and reach more people, and
 2. partners can easily amplify the messages of other partners

All will result in visiting the Skills for Work page and finding the support that best meets their needs

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TARGET AUDIENCE

- The campaign will focus on signposting people to the support available for individuals who are:
 - Currently furloughed
 - At risk of redundancy or have been made redundant
 - Not in work and looking for a job
- The campaign will also be aimed at individuals wishing to gain further skills whether in work or not.
- The campaign will not focus on the 16-24 support page as we are developing a separate campaign called 'Skill Up Lancashire' which will run on Instagram, Tik Tok and Snapchat – this information will be shared separately.

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SOCIAL MEDIA RESOURCES

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SOCIAL MEDIA RESOURCES

- Please support the Skills for Work campaign through your own social media channels by creating your own posts or liking and sharing the social content posted from the Lancashire Skills and Employment Hub's [Facebook account](#), [@LancsSkillsHub](#) [Twitter account](#) and [LinkedIn account](#).
- On the following pages you'll find images and suggested copy for posts that you will be able to use on your social media channels, once you have signed up to be part of the campaign and have been given access to the campaign material online. The materials are grouped around the following themes:
 - Working or furloughed/learning new skills
 - At risk of redundancy or been made redundant
 - Not in work and looking for a job
- Remember to use the campaign hashtag **#SkillsForWork** and when you can use **#UpskillingLancashire**.

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WORKING OR FURLOUGHED/WOULD LIKE TO LEARN NEW SKILLS

Facebook, Instagram & LinkedIn newsfeed post, with suggested copy options.

- Over 50 organisations across the whole of Lancashire are working together to make it easy for you to find the training and support you need to succeed. If you are looking to brush up on your skills, visit the #SkillsForWork website [→ www.skillsforwork.info](https://www.skillsforwork.info) #UpskillingLancashire
- Are you in Lancashire and looking to gain qualifications or re-train for a specific role? The #SkillsForWork website has all the information and support you need to help you reach your goals [→ www.skillsforwork.info](https://www.skillsforwork.info) #UpskillingLancashire
- There is no better time to learn new skills & make yourself more employable for that job you've always dreamed of. If you're looking to boost your skills then why not take a look at the opportunities available on the #SkillsForWork website [→ www.skillsforwork.info](https://www.skillsforwork.info) #UpskillingLancashire
- Why not gain some additional skills such as English, Maths or even Digital to increase your chances of landing your dream job? 😍 Go to www.skillsforwork.info to find out more! #UpskillingLancashire



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WORKING OR FURLOUGHED/WOULD LIKE TO LEARN NEW SKILLS

Twitter feed post, with suggested copy options.

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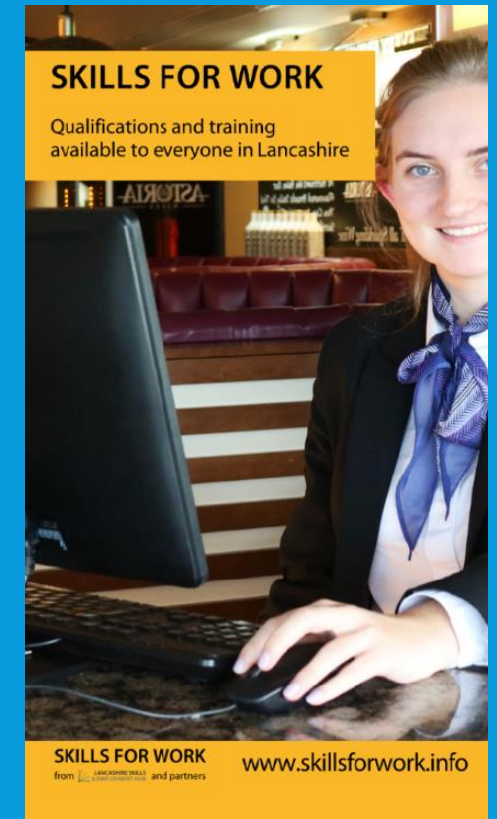


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WORKING OR FURLOUGHED/WOULD LIKE TO LEARN NEW SKILLS

Instagram & Facebook stories

- Please add the hashtags #SkillsForWork #UpskillingLancashire to your story
- Please add a link to the Skills for Work website in your story or in the link in you bio on Instagram - www.skillsforwork.info



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AT RISK OF REDUNDANCY OR BEEN MADE REDUNDANT

Facebook, Instagram & LinkedIn newsfeed post, with suggested copy options.

- If you have been laid off from work due to Covid-19, the #SkillsForWork website has dedicated information and support to help you through this unsettling time → www.skillsforwork.info/ #UpskillingLancashire
- Are you based in Lancashire and looking to set up your own business but don't know where to start? Get the support and information you need straight from the #SkillsForWork website → www.skillsforwork.info #UpskillingLancashire
- Do you want to improve your chances of finding work by developing new skills to help you land your ideal role? For tailored help and support visit the #SkillsForWork website → www.skillsforwork.info #UpskillingLancashire
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At risk of redundancy or been made redundant?

The information and support you need to work through your next steps

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Redundancy support available to everyone in Lancashire

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NOT IN WORK AND LOOKING FOR A JOB

Facebook, Instagram & LinkedIn newsfeed post, with suggested copy options.

- Looking for work? The #SkillsForWork website has local support right across #Lancashire. Take a look at the latest opportunities to help you get that dream job! www.skillsforwork.info #UpskillingLancashire
- Being out of work can be difficult at any stage of your life, but the #SkillsForWork website is there to help you find the information and support you need to get back into work and feel that buzz again! www.skillsforwork.info #UpskillingLancashire
- Head on over to the #SkillsForWork website where you can find information and support across Lancashire www.skillsforwork.info #UpskillingLancashire
- Are you struggling to find a job? Do you need additional support then check out the #SkillsForWork website for a range of support such as help with CV writing www.skillsforwork.info #UpskillingLancashire



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Not in work and looking for a job?
Find the support you need to help you get your ideal role
SKILLS FOR WORK
from Lancashire Skills and partners
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SKILLS FOR WORK
Support to help you get your dream job
START
SKILLS FOR WORK
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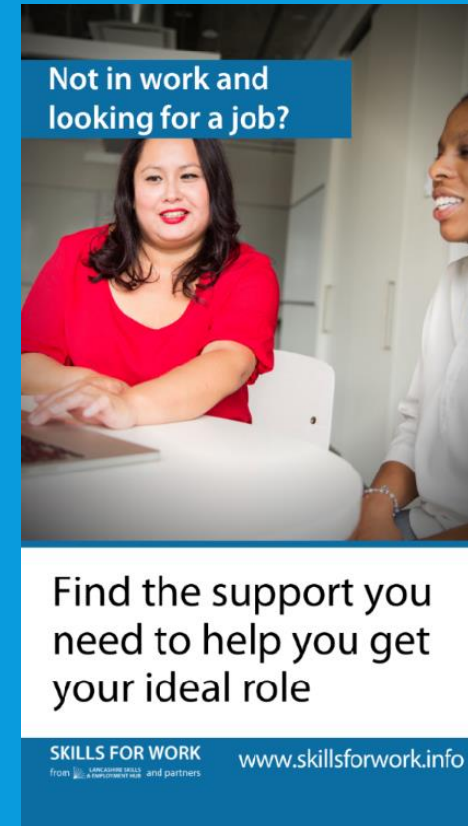
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HOW TO ENHANCE YOUR SOCIAL MEDIA ACTIVITY

- To help make your social media activity as successful as possible across social channels, we suggest the following:

Who to follow:

- Please follow the Lancashire Skills and Employment Hub Twitter feed (@LancsSkillsHub) and Facebook Page (@LancsSkillsHub), [LinkedIn](#) and retweet/share where possible.

Hashtags and visual content:

- Make use of the campaign hashtag #SkillsForWork on all social posts and #UpskillingLancashire when you can.

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HOW TO ENHANCE YOUR SOCIAL MEDIA ACTIVITY CONT.

- Keep an eye out on relevant groups and partners and retweet their Skills for Work posts such as:
 - DWP/JCP @JCPinLancashire
 - Lancashire Adult Learning @LancsLearning
 - Selnet @SelnetLtd
 - Lancashire Women @LancashireWomen
 - UCLan - Leading Lancashire and Upskilling Lancashire @uclanbusiness
 - People Plus @peopleplusuk
 - Ingeus @Ingeus_uk
 - WEA @WEAadulted
 - G4S @G4S
 - Growth Company @growthcouk
 - Lancashire Wildlife Trust @WildlifeTrusts
 - Lancashire WBL Forum @LancsForum
 - Active Lancashire @ActiveLancs
 - Boost Lancashire @BoostInfo
 - Blackburn with Darwen Council @blackburndarwen
 - Blackpool Council @bpoolcouncil
 - Lancashire County Council @LancashireCC
 - National Careers Service @GC_CareersNW
 - NW Apprenticeship Ambassador network @NWAANetwork
 - Lancashire LEP @LancsLep
 - Marketing Lancashire @MarketingLancs
 - Lancashire College @Lancs_Colleges
 - Lancashire provider Forum @LancsForum

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**THANK YOU FOR SUPPORTING
SKILLS FOR WORK**

#SkillsForWork