

**Careers service**

**Weblinking and Social Media**

Toolkit guide for schools 19-20

**Introduction**

Skills Development Scotland is the national skills agency and we deliver Scotland’s careers service in every state secondary school in Scotland as well as through a network of local centres. My World of Work is our online service.

To help us build awareness of our services with young people and their parents/carers, this guide provides copy, links and graphics related to our career services. These can be used by teachers/practitioners or My World of Work School Ambassadors, on your school website or social media channels.

For My World of Work Ambassadors, this offers the chance to develop and evidence communication skills.

Content includes the support provided by our school careers advisers and our online services My World of Work, My Kid’s Career, Apprenticeships.scot and Digital World.

We kindly ask that you include the information and graphics in the relevant part of your website.

We hope that this supports your delivery of the recommendations of Developing the Young Workforce, Career Education Standard and Building the Curriculum 4, and in How Good is Our School reviews.

**Website content**

Suggested copy and accompanying logos for your school website, ideal for web pages on careers or relevant links. Simply copy and paste this text and use the images provided where appropriate.

Careers support in school

[Skills Development Scotland](https://www.skillsdevelopmentscotland.co.uk/) (SDS) is the national skills body and we deliver Scotland’s careers service.

Our careers advisers deliver career information, advice and guidance in your school to pupils from S1-S6.

We are there to help you understand the world of work and to develop the Career Management Skills you need as you move through school.

Your school careers adviser is <NAME> and you can get in touch with them <CONTACT DETAILS HERE>.

You might meet them with your class at a group activity, at a careers event or at a one-to-one appointment.

Your careers adviser might speak to you about:

* Finding out about yourself, your strengths and skills
* Making subject choices
* Different types of careers and how to research them
* Developing the types of skills that are useful in a job
* Routes into careers, including apprenticeships
* Building and developing your networks
* Creating CVs
* Making applications and applying for courses

The work of SDS careers advisers is supported by [My World of Work](https://www.myworldofwork.co.uk/), our online service.

Beyond school, our advisers operate from a network of SDS centres and community locations nationwide, offering expert support to customers of all ages. You can find your nearest centre at [myworldofwork.co.uk/centres](https://www.myworldofwork.co.uk/centres/).

Find out more about our services at [**skillsdevelopmentscotland.co.uk**](https://www.skillsdevelopmentscotland.co.uk/).

My World of Work

**My World of Work** is your online career information and advice service and it’s packed full of activities and tools to help you confidently make the best decisions for you.

There’s lots to do and explore and the more you tell the site about yourself, the more career ideas you’ll get just for you.

* **Follow** your ‘to do’ list which guides you through the site as you go through school
* **Find out** about yourself with About Me, Strengths and Skills
* **Explore** career suggestions matched to your personality
* **Learn** about routes into careers such as courses, training and apprenticeships
* **Discover** where your subject choices could take you
* **Record and understand** your skills and achievements
* **Get help** with CVs, applications and interviews

Register today for an account or log-in. Keep using the site as you go through school.

Discover and explore at [**myworldofwork.co.uk**](https://www.myworldofwork.co.uk/)**.**

Support for parents and carers

Everyone wants their child to have a happy and successful future. And research shows that as a parent or carer you have the biggest influence on your child’s career decisions.

**My Kid’s Career** offers advice to help you give your child the support they need including:

* **Jobs in demand –** find out where the biggest job opportunities are in Scotland, now and in the future
* **Routes and pathways –** discover the different routes into those careers
* **Career discussions –** get hints and tips on speaking to your child about opportunities at the times that matter

Smart choices, bright futures at[**mykidscareer.com**](https://www.mykidscareer.com/)**.**

Apprenticeships.scot

**Apprenticeships.scot** is your one-stop shop for apprenticeships. You can find out how to build the experience and skills that employers want to see. And you can search and apply for apprenticeship vacancies across Scotland in a wide range of industries.

No matter what stage you’re at, apprenticeships can help you get set for a bright future. And now, there are more ways than ever to get involved.

* **Foundation Apprenticeships:** kick start your career while you’re still at school
* **Modern Apprenticeships:**  work, learn and earn and get the skills you need
* **Graduate apprenticeships:** get a job, get paid and get a degree at the same time

Visit [apprenticeships.scot](http://apprenticeships.scot) to find the right apprenticeship for you.

Digital World

**Digital World** promotes the skills and training needed to work in Scotland’s tech sector. Through case studies, and online learning tools, the site aims to inspire school pupils to become digital humans, people who are able to challenge convention and make a real difference in the world through technology and creativity.

Visit [www.digitalworld.net](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalworld.net&data=02%7C01%7CEmma.McKinnon%40sds.co.uk%7C566a2122a9ee4297fe8708d72198cc82%7C33ca6d475e4f477484f1696cbb508cbe%7C0%7C0%7C637014812454352445&sdata=xW2IpIm%2FRBX%2BQ18FiLzKPedeWwmfbo5ZCJaFe0wKmj8%3D&reserved=0) to find out more!

**Images**

You can use any one of these graphics alongside the associated copy. Just copy and paste onto your desktop before uploading onto your website.



For use on school websites. This graphic should be embedded with a link to <https://www.skillsdevelopmentscotland.co.uk>



For use on school websites – coloured backgrounds. This graphic should be embedded with a link to <https://www.myworldofwork.co.uk>

For use on school websites. This graphic could be embedded with a link to <http://mykidscareer.com>



For use on school websites. This graphic should be embedded with a link to <https://www.apprenticeships.scot>

For use on school websites. This graphic should be embedded with a link to <https://www.digitalworld.net>

**Social Media**

Our social media channels provide the latest content and careers support - ideal for pupils and parents/carers.

If your school is using any of these channels, please follow us and share.

My World of Work (and My Kid’s Career)

Facebook– [@myworldofwork](https://www.facebook.com/myworldofwork/)

Twitter – [@mywowscotland](https://twitter.com/mywowscotland)

Instagram – [@mywowscotland](https://www.instagram.com/mywowscotland/)

YouTube – [My World of Work](https://www.youtube.com/user/myworldofwork)

Apprenticeships.scot

Twitter – [@apprenticeships\_scot](https://twitter.com/apprentice_scot)

Facebook – [Apprenticeships.scot](https://www.facebook.com/ScottishApprenticeships/)

Instagram – [@apprentice\_scot](https://www.instagram.com/apprentice_scot/)

YouTube – [Scottish Apprenticeships](https://www.youtube.com/channel/UCKEH9FdVLyMYKI2c4pNqjPA)

Digital World

Facebook – [@DigitalWorldHQ](https://www.facebook.com/DigitalWorldHQ/)

Twitter – [@DigitalWorldHQ](https://twitter.com/DigitalWorldHQ)

Instagram – [@DigitalWorldHQ](https://www.instagram.com/digitalworldhq/)

YouTube – [DigitalWorld](https://www.youtube.com/channel/UCDCNB2zKh23gvBqfg0qlCFQ)