



Skills Development Scotland: My World of Work

Social Media Hints and Tips for School Ambassadors

Introduction

As you know, Skills Development Scotland is always looking for ways to improve the support and information we offer pupils and parents. One of the great ways we can do this is through social media. And that's where we think you can help!

This guide provides hints and tips for promoting My World of Work through your school's social media channels.

This kind of ambassador activity could help you to develop and evidence your communication skills part of your role, and help us to build awareness of My World of Work with pupils and parents.

You could also get involved with developing information on My World of Work on your school's website, perhaps by writing a blog, or sharing links to some of the great tools and resources available to support pupils.

Thank you for your support in assisting us with this.

Step 1: get started

Find out first if your school has any social media channels. If they do, arrange to speak to the person who currently manages these, and offer to provide some support as part of your Ambassador role.

Step 2: establish your role

Find out if your school is willing to:

- a) Let you post content directly to the channel, or
- b) Suggest ideas for posts related to My World of Work and the activity you're doing in your role as Ambassador

Step 3: follow and share

Our social media channels provide the most up-to-date content and related services from My World of Work - ideal for pupils and parents.

Please encourage your school to like us, follow us, and watch us! We post content on a daily basis across our channels and we would love it if you could help share our posts. Whether it's a simple retweet on Twitter, like on Facebook or a double tap on Instagram, we'd really appreciate your support.

Facebook – [My World of Work](#)

Twitter – [My World of Work](#)

Instagram – [My World of Work](#)

YouTube – [My World of Work](#)

Step 4: decide what to post

Think about and discuss ideas for content throughout the year with your school's social media manager. How could you encourage pupils in your school to register and keep using the site and all its tools throughout the year?

- **Think seasonal.** My World of Work highlights marketing campaigns nearly all year round. This gives you a great opportunity to write something for your blog or post on social media. Look out for the following events and keep an eye on our social media channels for content to share.
 - **September - October** Higher Education Exhibitions, exploring pathways and applying for university, college or apprenticeships, Starting high school for the first time
 - **October - December** Registering on My World of Work and preparing for subject choices, UCAS applications and writing a personal statement.
 - **July - August** Exam results preparation and the Results Helpline
 - **January - March** Taking a fresh look at industries and routes in such as Foundation Apprenticeships
 - **April - June** Leaving school, CVs and interviews etc.
- **Apprenticeships** are one of our key offers, so we tend to highlight them all year round. This means apprenticeships usually play a big part in every event we take part in. Learn more at [apprenticeships.scot](https://www.apprenticeships.scot), and keep an eye out for events and campaigns such as the promotion of Foundation Apprenticeships at subject choice time, or Scottish Apprenticeship Week.
- **Does your school have a blog or online newsletter?** Perhaps you can get a regular slot to update your friends and teachers on the work you are doing to promote My World of Work, or use our ideas for seasonal content.
- **Features and tools** available on My World of Work, such as the CV creator or the About Me quiz are always helpful to share! There are lots of ways to talk about them seasonally too.
- **Make it personal** because social media is about people first and foremost. If you're preparing for an exam with a specific career goal in mind, you could write about how the job profiles on My World of Work have given you information. Or perhaps you want to pass on your knowledge to younger pupils around subject choices? Your experience using My World of Work is unique, and it's great to share that.
- Looking for some more inspiration? Try
 - exploring all the great content on My World of Work
 - asking other pupils, parents or your teachers what they'd like to learn
 - looking at recent posts on the My World of Work channel for ideas, or
 - thinking about the other My World of Work activities you're doing in school, and how you could showcase them through social media.

Step 5: make your post engaging

Think about the other assets you might need to make your social posts engaging, such as photography or video.

***Tip:** Twitter and Instagram allow you to include hashtags, and help your content be seen by more people. Think about using hashtags like #careers, #myworldofwork or #apprenticeships when you post.*

Get permission. Remember that if you are taking photographs or video of people, it's polite to ask first and let them know you might put it on social media. A good way to do this is to put yourself in the pic too – selfie style. If you are just taking a general shot of an event you don't have to ask every single person in the room, but if you're focusing on just a couple of people you must get permission!

Editing. You may already have your own favourite website or app for editing and creating images for social media. But we have some suggestions, which we think are great and will give your posts a professional sheen. They're all completely free too:

- [Canva](#) – simple and stuffed with loads of stock photography as well as letting you upload and edit your own. They also have really fun tools to create gifs and videos!
- [Adobe Spark](#) – super easy-to-use professional photo editor, and there are handy pre-sized templates for all the big social networks.
- [Pixlr X](#) - both apps have unique editing options, which you can take advantage of and create cool images.

Step 6: share ideas

Have a suggestion for us? If you have a great idea for a post on one of our channels or want to share something you've published on your own page or blog - let us know. Social media is all about sharing and collaborating, and we'd love to hear from you. Contact marcomms@sds.co.uk.

Step 7: set yourself challenges

To get you started, try some of these simple challenges:

- Create an Instagram or Snapchat Story related to your Ambassador work
- Highlight three features of My World of Work to at least five friends
- Tag us in a social media post
- Get one of your friends to share your post about being an Ambassador
- Write at least one news article or blog post per month and share it on social

Now, for the serious bit

When you post to a blog or on your social media page, in your role as Ambassador, you're acting on behalf of Skills Development Scotland. It's important to be mindful of appropriate language and behaviour at all times on social media in your role.

Please remember that social media is public. If you're inviting people outwith your network of friends, including Skills Development Scotland staff or school staff, to view your personal page then be mindful of any other posts you have previously published – they'll be able to see these too.

We'd love to see you use our images but please do not share the files with anyone who is not involved with your role as an Ambassador. Images supplied by Skills Development Scotland should not be edited in any way.

It's also good to make sure you review and edit your work, and spell-check before you publish a post.

Finally, make sure you check with your teachers what you can and cannot do for the school on social media, including use of images and videos.

Need more help?

If you are unsure of anything, please drop us a line at marcomms@sds.co.uk.