

A photograph of three young people, two boys and one girl, standing in a grand, wood-paneled hall. They are all wearing teal t-shirts with the text 'My World of Work Ambassadors' printed on them. The boy on the left has his arms crossed and is looking directly at the camera. The girl in the center is wearing a black hijab and also has her arms crossed, smiling slightly. The boy on the right is smiling, has his arms crossed, and is wearing a black watch on his left wrist. In the background, there is a large, dark painting on the wall and ornate wooden paneling.

**Skills
Development
Scotland**

My World of Work Ambassadors Subject Choices Toolkit

Getting ready to choose subjects

Choosing subjects is an important time for lots of pupils in your school. In this toolkit you'll find ideas about how you could promote the subject choices help available to pupils and parents from Skills Development Scotland, and our websites My World of Work and My Kid's Career.

What's included:

- Information on the resources your Careers Adviser in school will give to S2/3 pupils
- Ideas on how you can help
- Suggested social media posts to promote My World of Work and My Kid's Career
- Information to add to your school website
- A profile picture for your school My World of Work Ambassador social media profile

Before you get started



- Speak to the teacher who is leading the Ambassador programme in your school and your careers adviser about the ideas and contents in this toolkit. Always check before posting anything on the school social media or website.
- Find out if your school is holding any relevant events where you could help to promote the support available.
- Make sure to follow My World of Work on Twitter and Instagram from your school profile - @mywowscotland.
- Look out for other content you can share, retweet and post on social media from My World of Work over the next few months.
- If you have any questions about this toolkit, please get in touch with marcomms@sds.co.uk.

Careers adviser resources

These resources will help you understand how your careers adviser will introduce the new [Future Me – Subject Choices magazine](#) to S2 and S3s in a classroom session, along with a presentation. The Action Plan on the back page of the magazine has a step-by-step guide to help pupils prepare by using My World of Work.

! How can you help?

All our careers advisers are experienced, friendly and approachable but some pupils might be a bit nervous about meeting their careers adviser for the first time. Help to put them at ease by sharing your experiences.



Future Me Subject Choices magazine
front and back cover



Subject Choices
groupwork presentation

Plasma advert

The plasma advert for TV screens is a reminder for those choosing their subjects that they can have a one-to-one appointment with their Careers Adviser in school to discuss their options.



How can you help?

- Could you help to display the plasma screen ad within your school?
- Ask your Careers Adviser to download the plasma advert for you.



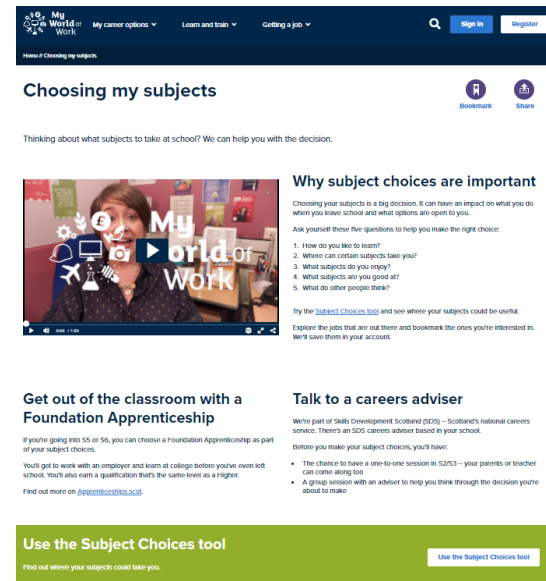
Plasma screen advert

How can you help?



Encourage pupils who are choosing their subjects to complete the action plan on My World of Work. You could do this by:

- Remind pupils to complete the action plan from the [Future Me: Subject Choices magazine](#) using My World of Work.
- Let parents/carers know about the action plan and where they can find the information myworldofwork.co.uk/subjectchoices.
- Let parents/carers know there's also help for them at [My World of Work](#) and [My Kid's Career](#).



Social media – suggested posts for pupils



How can you help?

Copy and paste the text below to create a post. You can choose from one of the GIFs or images on slides 10 and 11 to accompany the posts.

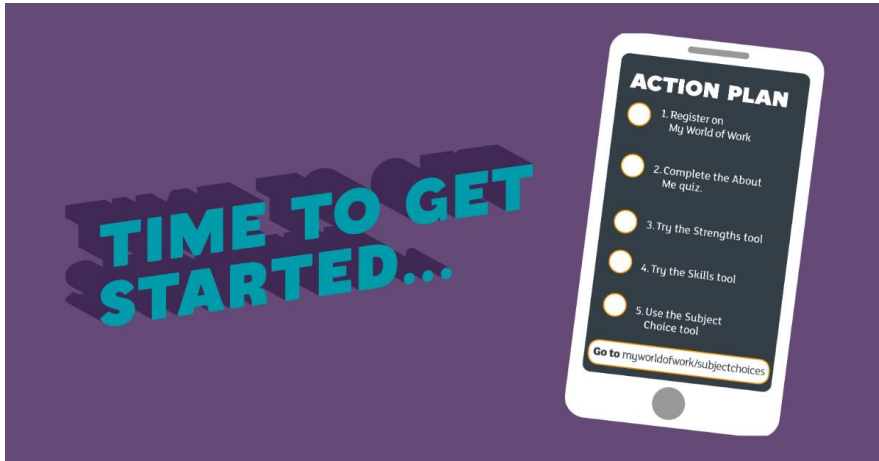
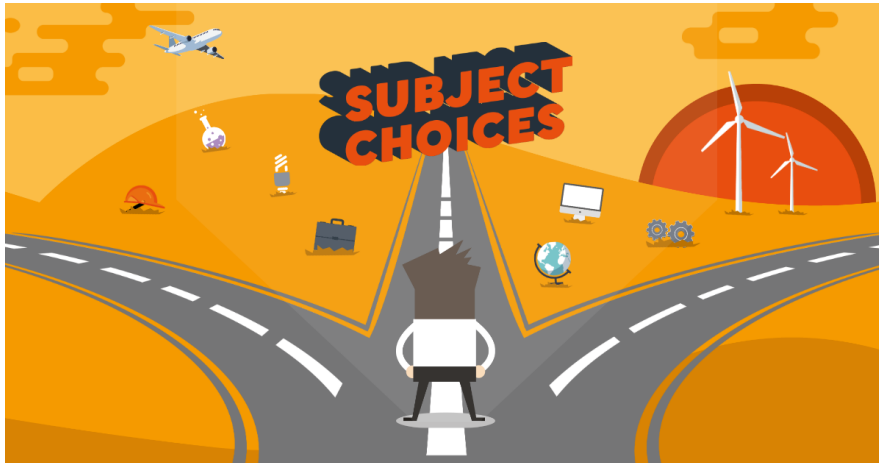
- About to make #subjectchoices? Get prepared with the help of My World of Work @mywowscotland <https://goo.gl/fPWcKz>
- Make your #subjectchoices matter – pick subjects which develop your skills and bring out your strengths! <https://goo.gl/fPWcKz>
- Did you know that @mywowscotland can help you discover more about yourself so you can make better #subjectchoices! <https://goo.gl/fPWcKz>
- When you're making your #subjectchoices, ask yourself 'The Big Five' questions! <https://goo.gl/fPWcKz>
- Pick subjects you enjoy and use the @mywowscotland #subjectchoices tool to explore the careers your subjects could get you into <http://bit.ly/2PQ6fEE>

Social media – suggested posts for parents/carers

- Lots of help for parents and carers is available at My Kid's Career. Check out conversation hints and tips on #subjectchoices here: <http://bit.ly/2Sdhfhp>
- Parents, get access to help and information at @mywowscotland to prepare your child for <http://bit.ly/2T57TnX> #subjectchoices #parentsupport
- Parents, your school careers adviser is helping prepare your child for #subjectchoices. Find out how at: <http://bit.ly/2T57TnX>

Social media images

1. Right click and 'Save as Picture' to your desktop
2. Upload your chosen graphic to social media to accompany your post text



Your school website



How can you help?

Copy and paste the text below to relevant pages of your school website, e.g. the news section or the blog. If the hyperlink doesn't copy onto your site, right click the highlighted text and select 'edit hyperlink' to see the page it should link to. Remember to check with your teachers and careers adviser first.

Subject choices - helping you choose

Your subject choices at school can have an impact on what you can do when you leave school and what jobs you can go for in the future.

Your careers adviser in school can help you think about the right subject choices for you. You can meet with them to discuss your choices and bring a parent/carer or teacher if you like. Ask them about the [Future Me – Subject Choices magazine](#) which is full of hints and tips.

Your careers website, My World of Work also has lots of help and advice. Complete the action plan to help you get prepared:

1. Register on [My World of Work](#)
2. Complete the About Me quiz
3. Try the Strengths tool
4. Try the Skills tool
5. Use the Subject Choice tool.

Get started at myworldofwork.co.uk/subjectchoices

School Ambassador profile picture



How can you help?

**My
World of
Work
AMBASSADOR**

If your school has a My World of Work Ambassador social channel, use this image as your profile picture.

1. Right click and 'Save as Picture' to your desktop
2. Upload to the relevant social media page

Thanks for all your help!