

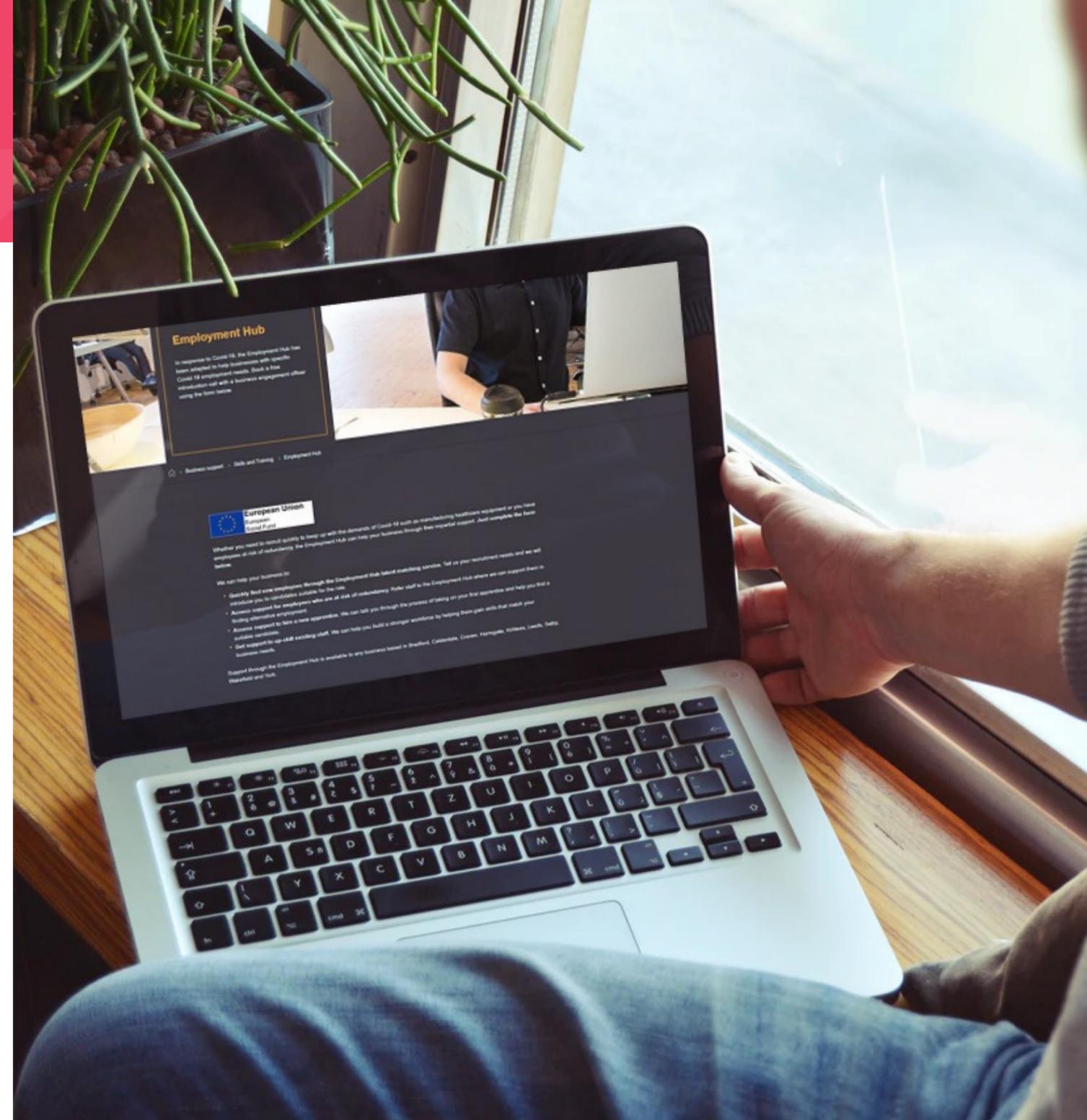
# Parent & Carer Careers Leaders toolkit

This toolkit aims to give you the assets and tools to share this brand new parent and carer resource across your website and social media channels to ensure parents and carers can access these important tools to help their children on their career paths.

# Background

This resource has been designed to enable parents and carers to have meaningful conversations with young people regarding their aspirations and career plans.

The resource is split into four sections: Qualifications, Jobs of the Future, Skills and Cross-Sector Roles and will be available to all parents and carers in the Leeds City Region.



# Audience

Parents and carers of young people aged 11 – 19 in the Leeds City Region (including those with English as an additional language, special educational needs and disabilities and limited access to technology) and pastoral staff within schools and colleges.



# Social media channels explained



## Facebook

- 63,206 character limit per post
- Provides a great place to generate brand awareness and engagement
- Allows followers to leave reviews and rate your organisation



## Twitter

- 280 characters (images does not affect this)
- @ represents a person/organisation e.g. @JoeBloggs
- # represents a conversation topic or theme e.g. #BusinessGrowth



## LinkedIn

- 700 characters long company page posts
- Designed more for business and professional networking
- Offers a profile and options to network in a business sense

# Example Facebook or LinkedIn messages

**Please share these messages on your own Facebook or LinkedIn channels in order to expand the reach of the campaign.**

- It can be hard knowing where to start in supporting your child make career decisions. Our resources have been designed to provide you with the vital information needed to begin having those important conversations. Help is one click away <https://futuregoals.co.uk/parent-carer-resource/>
- Need help guiding your child with next steps? Don't worry, you're not alone. At #futuregoals our resources have been designed to provide you with the information needed to make the next step, the right one. Find out more today at <https://futuregoals.co.uk/parent-carer-resource/>
- We understand it can be hard knowing where to start in supporting your child make career decisions. That's why our resources have been designed to provide you with the information needed to begin having conversations regarding their next steps. Click the link to start the journey <https://futuregoals.co.uk/parent-carer-resource/>

# Example Facebook or LinkedIn messages

**Please share these messages on your own Facebook or LinkedIn channels in order to expand the reach of the campaign.**

- Planning for the future is hard right now, getting your kids to plan for theirs can be even harder. That's why our resources have been designed to provide you with the information needed to begin having conversations regarding their next steps. Click the link to start the journey <https://futuregoals.co.uk/parent-carer-resource/>

# Example Tweets

**Please share these messages on your own Twitter channel in order to expand the reach of the campaign.**

- We all want the best for our children, help them explore their options with these free resources. Find out more at <https://futuregoals.co.uk/parent-carer-resource/> #futuregoals #careers
- We know it's a tough time for young people right now, which makes starting conversations about their career journey even harder. Our resources can help them explore their options. Find out more at <https://futuregoals.co.uk/parent-carer-resource/> #futuregoals #careers
- Don't know the difference between A-levels and T-levels for your child? Don't worry, we have a range of resources to help you. Find out more at <https://futuregoals.co.uk/parent-carer-resource/> #futuregoals #careers
- Need a helping hand when starting conversations about your child's career journey? Don't worry, our resources can help them start thinking about their next steps. Start exploring their options today <https://futuregoals.co.uk/parent-carer-resource/>

# Social media graphics

The below social media graphics will be provided alongside this toolkit.

It can be hard knowing where to start in supporting your child make career decisions. Our free resources can help...

[Find out more](#)



FUTUREGOALS

A project delivered by:  
**LEP** Leeds City Region  
Enterprise  
Partnership

Working in  
partnership  
with the  
**West  
Yorkshire  
Combined  
Authority**

 **European Union**  
European  
Social Fund

Don't know the difference between A-levels and T-levels for your child? Don't worry you're not alone...

[Find out more](#)



FUTUREGOALS

A project delivered by:  
**LEP** Leeds City Region  
Enterprise  
Partnership

Working in  
partnership  
with the  
**West  
Yorkshire  
Combined  
Authority**

 **European Union**  
European  
Social Fund

# Social media graphics

The below social media graphics will be provided alongside this toolkit.

We all want the best for our children, help them explore their options with these free resources.

[Find out more](#)



FUTUREGOALS

A project delivered by:  
**LEP** Leeds City Region  
Enterprise  
Partnership

Working in  
partnership  
with the  
**West  
Yorkshire  
Combined  
Authority**

 **European Union**  
European  
Social Fund

We know it's a tough time for young people right now. Here is some support so you can help them think about their next steps.

[Find out more](#)



FUTUREGOALS

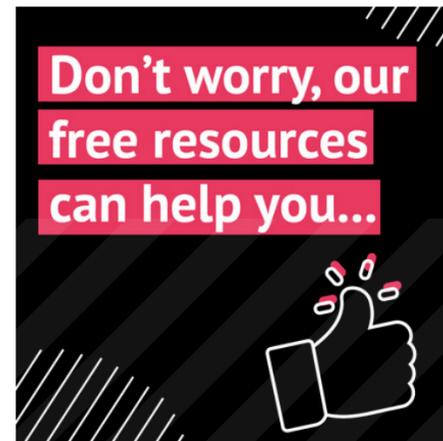
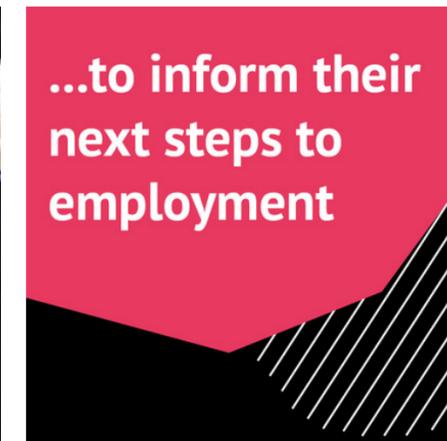
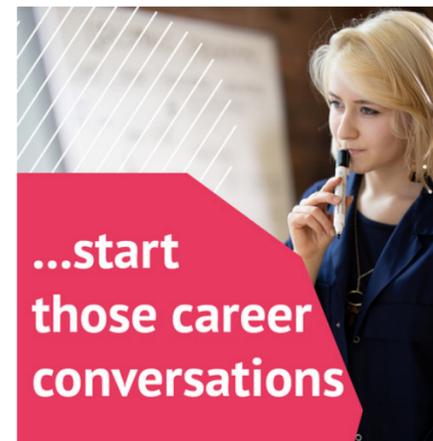
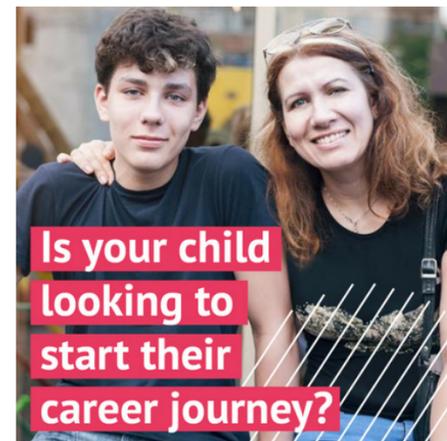
A project delivered by:  
**LEP** Leeds City Region  
Enterprise  
Partnership

Working in  
partnership  
with the  
**West  
Yorkshire  
Combined  
Authority**

 **European Union**  
European  
Social Fund

# Social media carousel advert graphics

The below social media graphics have been designed for a Facebook carousel advert, these will be provided alongside this toolkit.



## FUTUREGOALS

A project delivered by:



## FUTUREGOALS

A project delivered by:



# Guide

## How the resource can support achievement of the Gatsby Benchmarks of Good Careers Guidance

Featuring these resources directly on your school or college website, or embedding links to the landing page of the FutureGoals website, supports the achievement of Gatsby Benchmark

- 1: A stable careers programme and Gatsby Benchmark
- 2: Learning from Career and Labour Market Information

The resource will support schools and colleges to meet the criteria within Benchmark 1, providing “information that is specifically aimed at parents and carers” and Benchmark 2 Criteria of encouraging “parents and carers to use career path and labour market information to aid the support given to their children.”

# Guide

## How to maximise engagement of the resource with your

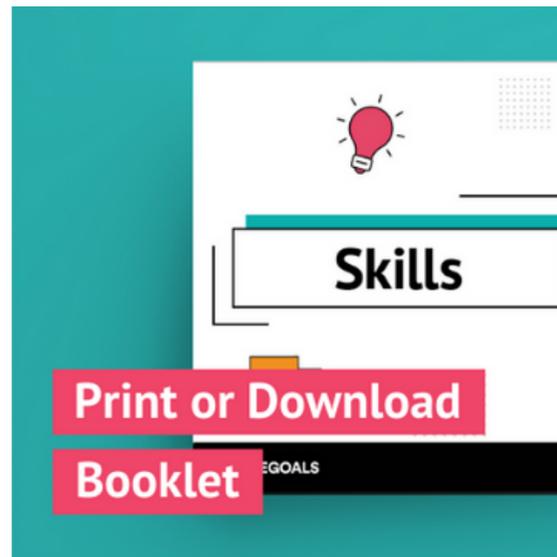
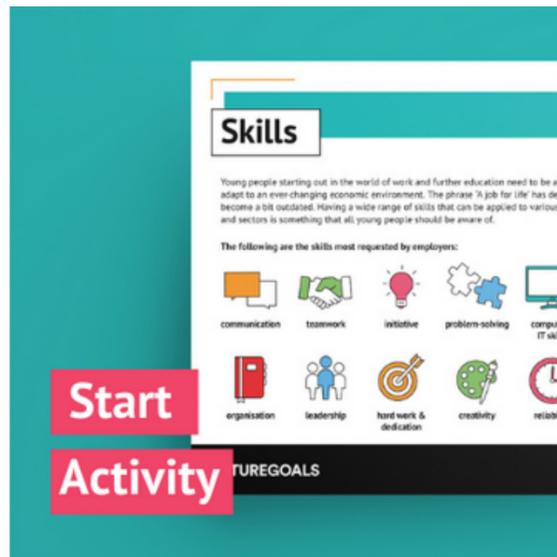
Parents and carers you may also want to maximise engagement of the resource with your parents and carers by:

- highlighting the resources in your school/college newsletter.
- Sending the resource hyperlinks via texts or school based applications direct to parents and carers.
- Printing physical copies to be made available at appropriate parent and carer events.

# Resources

All resources can be downloaded by clicking on the appropriate button below, from the [Parent and Carer landing page](#), or use the URL on the following pages to create your own hyperlinks on your websites.

## Skills



## Jobs of the future



# Resources

All resources can be downloaded by clicking on the appropriate button below, from the [Parent and Carer landing page](#), or use the URL on the following pages to create your own hyperlinks on your websites.

## Career roles outside the box

Thinking outside the box

We used to call them 'industries' but now, with the expansion of careers and companies, we now refer to the different areas of work as sectors.

Here are the most popular sectors in our region:

Within each of the opportunities, think about future goals that are diverse or to do so.

This resource helps you to come to new information to help you make your own decisions.

**Start Activity**

REGOALS

Manufacturing Engineering

Construction

Healthcare

Creative

**Print or Download Booklet**

REGOALS

## Qualifications

Qualifications

Qualification Level	Business (BTEC)	Healthcare (BTEC, HNC, HND)	Construction (BTEC)	Healthcare (BTEC)
Level 8				
Level 7				
Level 6				
Level 5	Business Degree (BA, BSc)	Higher National Diploma	Higher National Certificate	Higher Apprenticeship
Level 4		Foundation Degree	Higher National Certificate	Higher Apprenticeship
Level 3	A Level	Level 3 Certificate	Level 3 Certificate	Advanced Apprenticeship
Level 2	GCSE (Grades 1 - 4)	Level 2 Award / Certificate / Diploma	Level 2 Certificate	Intermediate Apprenticeship
Level 1	GCSE (Grades 4 - 5)	Level 1 Certificate / Diploma	Level 1 Certificate	Intermediate Apprenticeship
Entry Level		Entry Level Certificate	Entry Level Certificate	Intermediate Apprenticeship

**Start Activity**

REGOALS

Qualifications

**Print or Download Booklet**

REGOALS

# USEFUL URLs

All resources can be downloaded by clicking on the appropriate the URL on this page. Use the URLs to create your own hyperlinks on your websites.

## Webpages

### Careers roles outside the box

<https://futuregoals.co.uk/career-roles-outside-the-box/>

### Qualifications

<https://futuregoals.co.uk/qualifications/>

### Jobs of the future

<https://futuregoals.co.uk/jobs-of-the-future/>

### Identifying skills

<https://futuregoals.co.uk/skills/>

# USEFUL URLS

All resources can be downloaded by clicking on the appropriate the URL on this page. Use the URLs to create your own hyperlinks on your websites.

## Resources:

### Qualifications

Activity:

<https://futuregoals.co.uk/wp-content/uploads/2020/10/Qualifications-Activity.pdf>

Booklet:

<https://futuregoals.co.uk/wp-content/uploads/2018/09/Qualifications-Booklet.pdf>

### Jobs of the future

Activity:

<https://futuregoals.co.uk/wp-content/uploads/2018/09/Jobs-of-the-Future-Activity.pdf>

Booklet:

<https://futuregoals.co.uk/wp-content/uploads/2018/09/Jobs-of-the-Future-Booklet.pdf>

# USEFUL URLs

All resources can be downloaded by clicking on the appropriate the URL on this page. Use the URLs to create your own hyperlinks on your websites.

## Resources:

### Identifying skills

Activity:

<https://futuregoals.co.uk/wp-content/uploads/2020/10/Skills-Activity.pdf>:

Booklet:

<https://futuregoals.co.uk/wp-content/uploads/2018/09/Skills-Booklet.pdf>

### Careers roles outside the box

Activity:

<https://futuregoals.co.uk/wp-content/uploads/2018/09/Jobs-of-the-Future-Activity.pdf>

Booklet:

<https://futuregoals.co.uk/wp-content/uploads/2018/09/Jobs-of-the-Future-Booklet.pdf>

# Your tone and style

It's important to regularly change the tone and style of the messaging in social media posts in order to provide a human voice to your online profile(s) which users can relate to. It also reduces the chance of duplication between partners who actively use social media.

# Responding to questions

When posting on social media you may receive replies or questions across all platforms. Please direct individuals to the resource landing page, found [here](#).

They can read further information and engage with the various resources.

# Logo guidelines

## Logos

All marketing and communications materials used in relation to this project must include the LEP, Combined Authority logos and follow the relevant guidelines.

The Combined Authority will provide marketing and communications materials for this project, however if you have any queries regarding logo use, please get in touch with the Communications and Marketing team to discuss.

# Thank you

**If you have any further questions about this toolkit please contact:**

Andrew Wood

Communications and Marketing Officer

[Andrew.Wood@westyorks-ca.gov.uk](mailto:Andrew.Wood@westyorks-ca.gov.uk)

0113 348 1639

**To discuss the Parent and Carer resources, please contact:**

Frances Burkinshaw

Enterprise Coordinator

[Frances.Burkinshaw@westyorks-ca.gov.uk](mailto:Frances.Burkinshaw@westyorks-ca.gov.uk)

