

SKILLS CONNECT

Communications toolkit

This toolkit can be used to promote your Skills Connect adult training courses across your networks



FUTUREGOALS

**West
Yorkshire**
Combined
Authority

 **Tracy Brabin**
Mayor
of West Yorkshire

LEP Leeds City Region
Enterprise
Partnership

Aim of the marketing activity

The aim of the marketing is to promote the Skills Connect training courses to adults across West Yorkshire. Our target is to upskill approximately 4,500 individuals through the completion of a Skills Connect course by **December 2024**.

Please note: All materials should be sent to the West Yorkshire Combined Authority for sign-off before going live.

Target audiences include:

- Those who are unemployed
- Individuals at risk of redundancy
- Career changers
- Employed individuals looking to upskill
- Anyone returning to work due to caring or parental responsibilities
- Diverse ethnic groups
- Disadvantaged or underrepresented groups
- Graduates
- Underrepresented cohorts in particular sectors i.e., women in construction and the over 50s

Website URL and website copy

Please copy and paste the content provided on this page to use on your own website.

www.yourwebsiteURL.co.uk

Think you'll never get the job you want? Think again.
Get FREE access to the training you need to level up your career.
All courses are designed by local employers or organisations such as the NHS, so you know you'll gain the skills needed right here in West Yorkshire.
Whether you're hoping to upskill for your next promotion, retrain and switch up your job, or make your very first career move, a Skills Connect course can give you the boost you need for your next step.
Get free access to the training you need to level up your career.
Sign up to a course at: futuregoals.co.uk/skillsconnect
Brought to you by the Mayor of West Yorkshire and the West Yorkshire Combined Authority

Website URL

 futuregoals.co.uk/skillsconnect

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Newsletter copy

Please copy and paste the content provided on this page to use in your own newsletters.

Think you'll never get the job you want? Think again.

Get free access to employer- endorsed training with a Skills Connect course.

Brought to you by the Mayor of West Yorkshire and the West Yorkshire Combined Authority, Skills Connect courses help you to build your confidence and skills and empower you to take on the next opportunity that comes your way.

Get the training you need to bag your dream job without paying a penny. Sign up to a course at: futuregoals.co.uk/skillsconnect

Please use social graphics to illustrate newsletters. Images are available for download **here**.

(Please note: stock images provided can only be used for this specific activity due to licensing restrictions).

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Social media templates



We have provided template graphics which you can personalise and post on social media to promote your course(s). Links to download the template graphics are on the next page.

The graphics can be personalised in **Canva**, a free and easy-to-use online editing tool. You will need to create a free account which will allow you to save your changes and come back to them later.

Here you will find tips and guidance on how to make the most of these templates.

Editing the templates

Click the links below to download the templates you will need:

Green Skills:

 [Instagram templates](#)

 [Twitter templates](#)

Health & Social Care:

 [Instagram templates](#)

 [Twitter templates](#)

Graduates:

 [Instagram templates](#)

 [Twitter templates](#)

Digital:

 [Instagram templates](#)

 [Twitter templates](#)

Construction:

 [Instagram templates](#)

 [Twitter templates](#)

Editing the templates

The graphics have different colour schemes and icons depending on the training lot the course falls under. Please make sure you use the colour related to your lot. If you are unsure, please email

andrew.wood@westyorks-ca.gov.uk.

We have also provided templates that do not require an image. Please use these if you do not have a suitable image, or your image does not fit well in the space provided.

To start, click 'Use template'.

Please edit the title and image in the template to reflect your course, and add your organisation's logo in the space provided.

To edit the text, simply type in the black textbox provided. Please ensure the text remains in the font 'PT Sans' and is formatted to 'Bold'.

Tip: If you are unable to edit any elements on the template graphics, ensure that the padlock icon on the top right is set to 'unlock'.

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Editing the templates

To edit the image on Twitter graphics:

1. Upload your image using the toolbar on the left of your screen (a landscape image works best)
2. Drag your image straight from the toolbar to the text that says 'DRAG YOUR IMAGE HERE'
3. The image should automatically fill the grey space
4. Move your image left and right as necessary by clicking and dragging

To edit the image on Instagram graphics:

1. Upload your image using the toolbar on the left of your screen
2. Drag and drop your image anywhere on the template
3. Right click your image and select 'Replace Background'

To add your logo to template graphics:

1. Upload your logo using the toolbar on the left of your screen
2. Drag and drop your logo into the grey space in the footer of the template
3. Your logo should automatically fill the grey space

We have also provided templates that do not require an image. Please use these if you do not have a suitable image, or your image does not fit well in the space provided.

When you're happy with your graphic, select 'Share' in the top right corner and 'Download'. Select JPG as your file type. Then click 'Download'.

When you're editing the template:



Tip: If you are unable to edit any elements on the template graphics, ensure that the padlock icon on the top right is set to 'unlock'.

- ✓ **Do** use title case for your course title (capitalise every word)
- ✓ **Do** double-check the course title and its spelling
- ✓ **Do** include a relevant image related to your course
- ✓ **Do** use a high-resolution image, ideally focused on an individual
- ✓ **Do** ensure your image is 'tucked' behind the colourful shape on the template
- ✓ **Do** make sure your organisation's logo is no larger in height than the other logos included on the graphic

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When you're editing the template:



- × **Don't** change the font or colours of the template
- × **Don't** reduce the font size to below 50pt on Twitter templates or 40pt on Instagram graphics
- × **Don't** add any additional design or text elements
- × **Don't** use more than one image on one graphic
- × **Don't** cover any other logos on the graphic
- × **Don't** move the icon at the top of the graphic
- × **Don't** go over the character limit where stated

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Posting on social media

Please tag the following social media accounts:

in LinkedIn: Leeds City Region Enterprise Partnership (LEP)

🐦 Twitter: @LeedsCityRegion

f Facebook: @LeedsCityRegion

@ Instagram: @leedscityregionlep

Please use the following hashtags:

#FutureGoals

#SkillsConnect

When you're writing your social media caption, please:

- ✓ **Do** tag the LEP and use the relevant hashtags (outlined on the left)
- ✓ **Do** use a positive, excited tone
- ✓ **Do** include some details about your course
- ✗ **Don't** use the term 'free course' (we feel that this devalues your course!)
- ✓ **Do** use the phrase 'free access to...'
- ✓ **Do** include a link to the Skills Connect page: futuregoals.co.uk/skillsconnect

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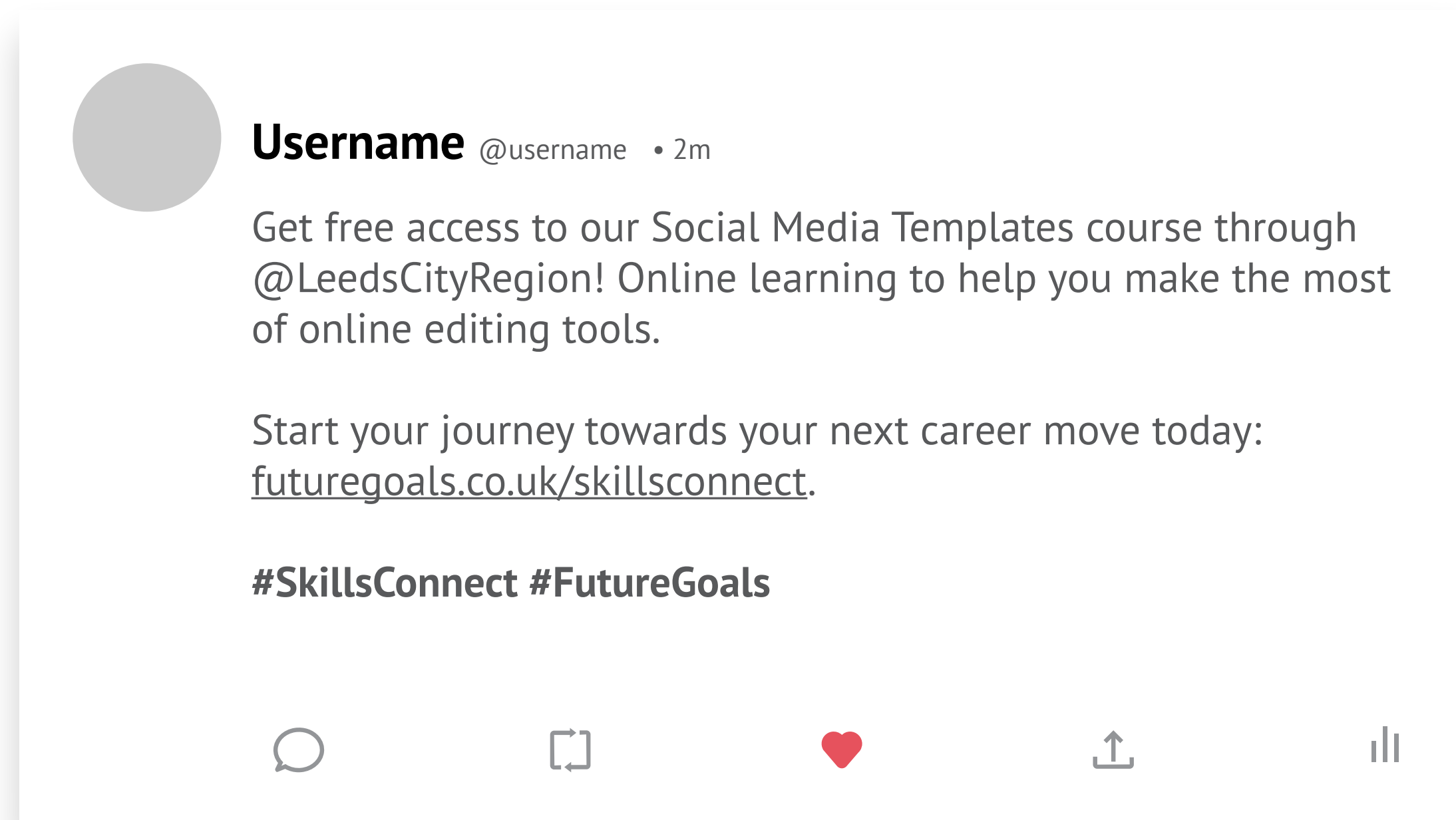
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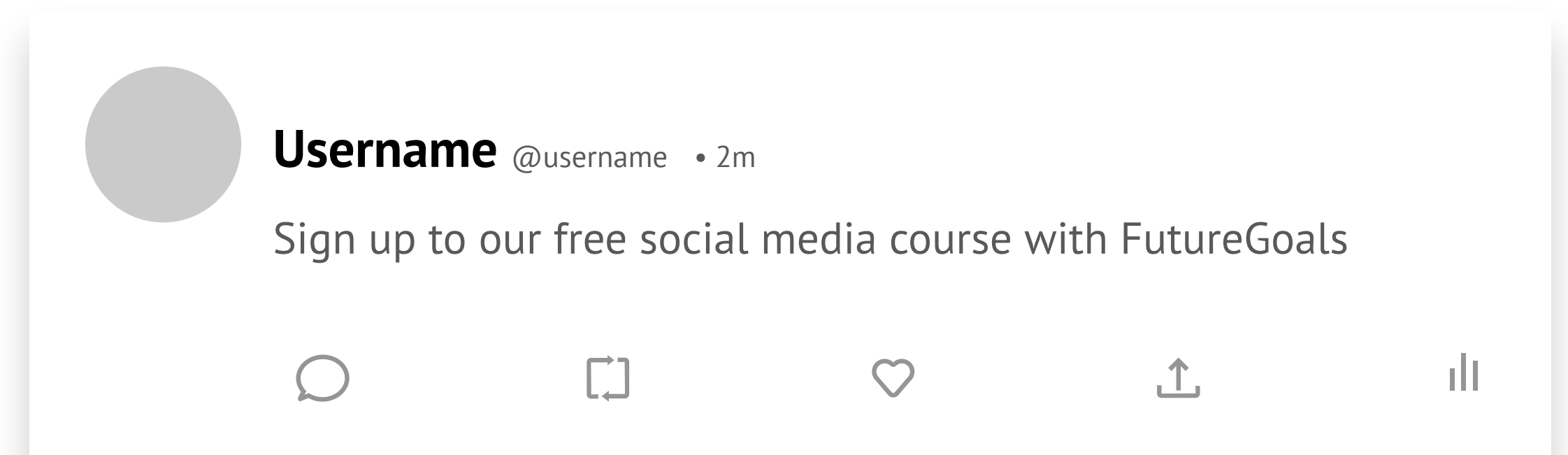
Posting on social media

Good example:



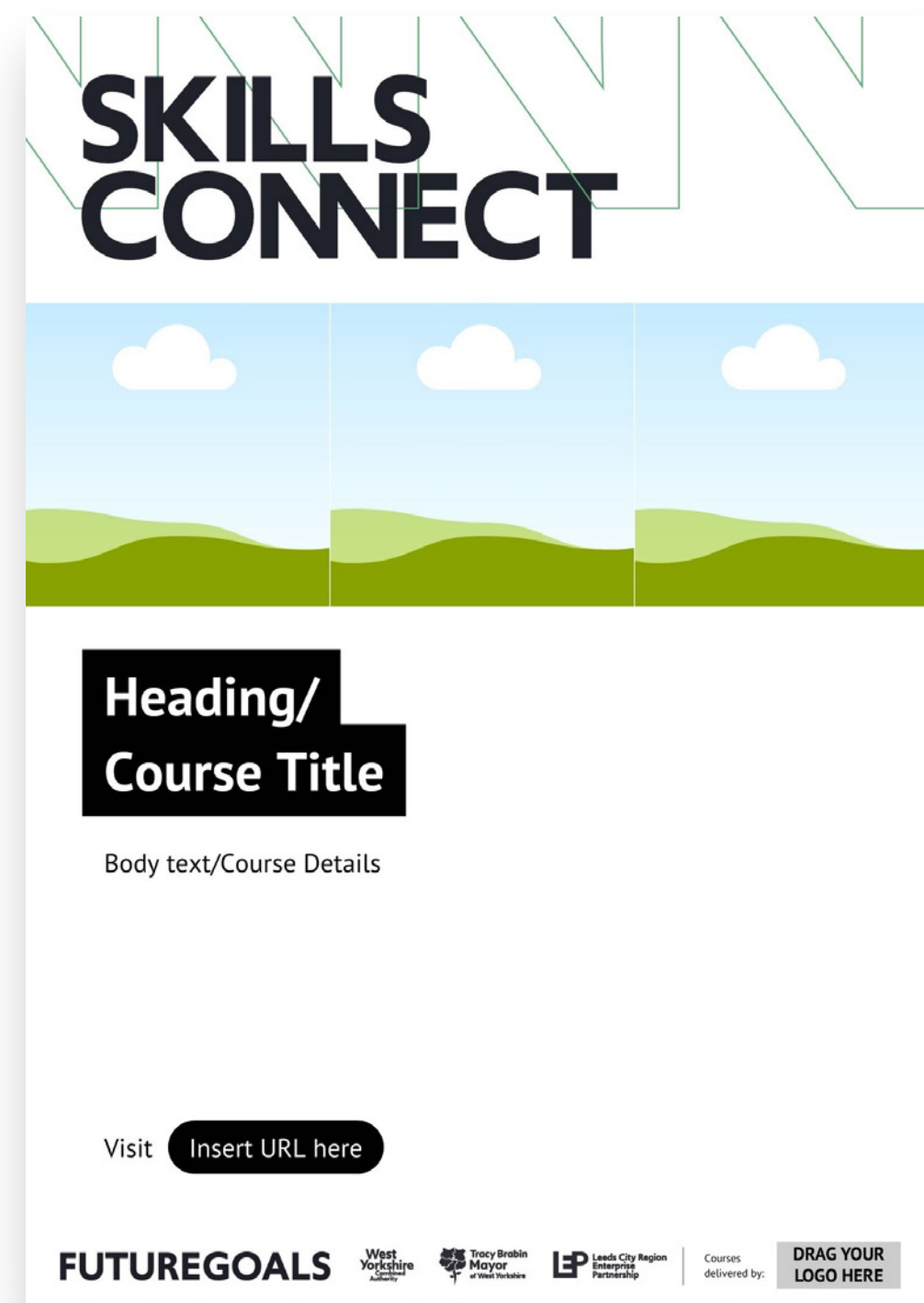
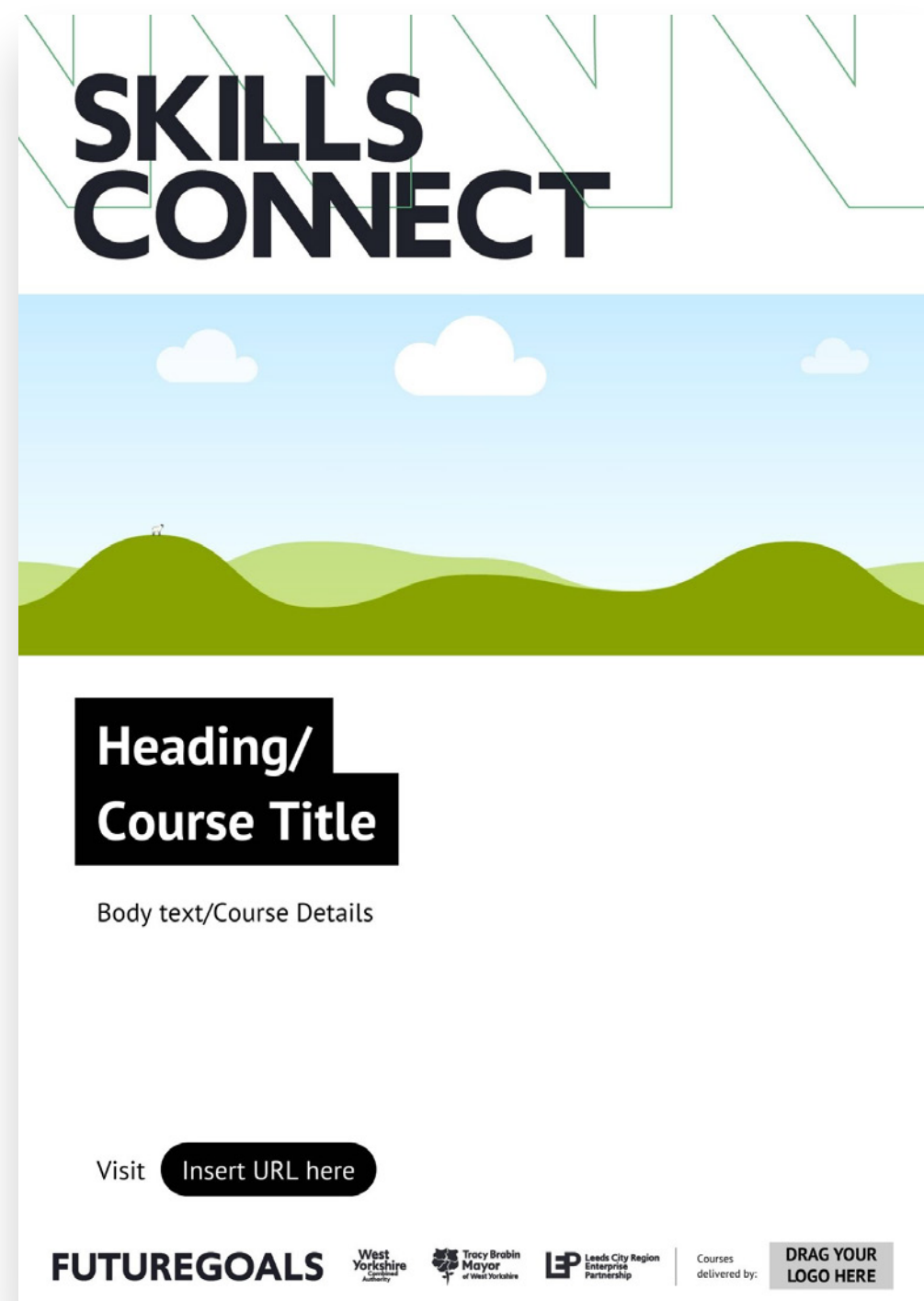
A screenshot of a social media post. On the left is a grey circular profile picture. To its right, the text reads: **Username** @username • 2m. Below this is the main text: "Get free access to our Social Media Templates course through @LeedsCityRegion! Online learning to help you make the most of online editing tools." This is followed by a line: "Start your journey towards your next career move today: futuregoals.co.uk/skillsconnect." At the bottom of the text area are two hashtags: **#SkillsConnect #FutureGoals**. At the very bottom of the post are five icons: a speech bubble, a square with arrows, a red heart, an upward arrow, and a vertical bar chart.

Bad example:



A screenshot of a social media post. On the left is a grey circular profile picture. To its right, the text reads: **Username** @username • 2m. Below this is the main text: "Sign up to our free social media course with FutureGoals". At the bottom of the post are five icons: a speech bubble, a square with arrows, a heart, an upward arrow, and a vertical bar chart.

Flyer template



We have also provided template flyers which you can use to promote your course(s).

Templates are available to download [here](#).

Similarly to the template social graphics, you can populate the flyer template with your own image(s), content and logo in the spaces provided. See the examples provided for formatting guidance.

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When you're editing the template:



- ✓ **Do** use title case for your course title (capitalise every word)
- ✓ **Do** double-check spelling and accuracy
- ✓ **Do** include one/three relevant image related to your course (depending on which of the two templates you choose)
- ✓ **Do** use high-resolution images, ideally focused on an individual
- ✓ **Do** make sure your organisation's logo is no larger in height than the other logos included on the flyer

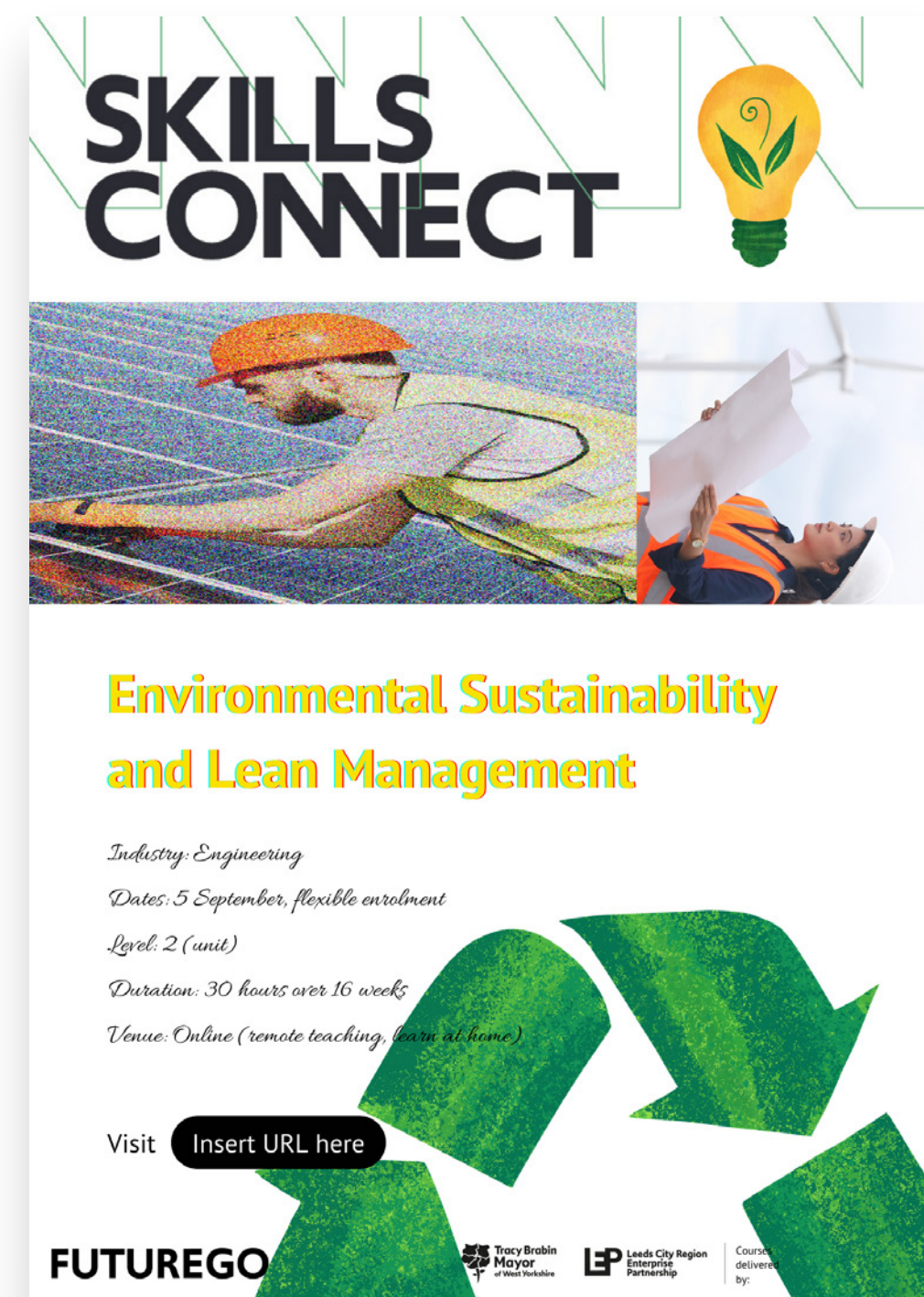
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Flyer template



- × **Don't** change the font or colours of the template
- × **Don't** add any additional design or text elements
- × **Don't** cover any other logos on the graphic

Tip: If you are unable to edit any elements on the template flyers, ensure that the padlock icon on the top right is set to 'unlock'.

When you're happy with your flyer, select 'Share' in the top right corner and 'Download'. Select PDF Standard or PDF Print as your file type. Then click 'Download'. You can then share your flyer digitally or print physical copies.

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Thank you for your support

Find out more information on Skills Connect:

 futuregoals.co.uk/skillsconnect

For all marketing queries:

Email: andrew.wood@westyorks-ca.gov.uk

Follow us on social media:

 LinkedIn: Leeds City Region Enterprise Partnership (LEP)

 Twitter: @LeedsCityRegion

 Facebook: @LeedsCityRegion

 Instagram: @leedscityregionlep

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Lead Providers

WYLP

 LinkedIn: Yorkshire Learning Providers

 Twitter: @WYLPLTD

 Instagram: @yorkshirelearning

 Tiktok: ylpltd

Grad Skills

 LinkedIn: Grad Skills

 Twitter: @grad_skills

 Instagram: @graduateskills

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Lead Providers

WYCC

in LinkedIn: WYCC West Yorkshire Consortium of Colleges

🐦 Twitter: @wyccolleges

📷 Instagram: @wyccolleges

The Opportunity Centre

in LinkedIn: aspire-igen

🐦 Twitter: @Aspireigen

f Facebook: Aspire-igen Group

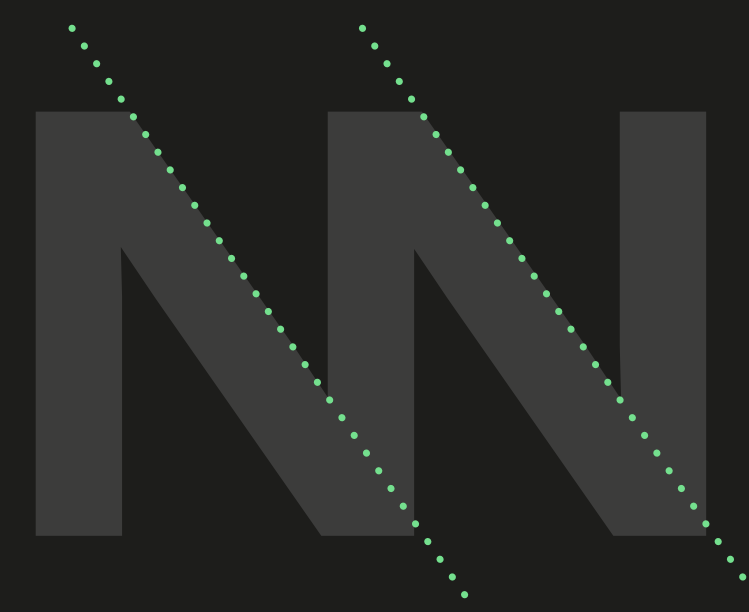
📷 Instagram: @the_opportunity_centre

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Style Guide

SKILLS CONNECT



The visual styling takes elements of the connected 'N's in the ident - used as a repeated zigzag pattern, and taking the angle as a consistent feature across material.



Assets & Imagery

Image style – people

People are at the heart of everything we do, and this is reflected in our image style and tone of voice. We represent a diverse region of ages, gender identities, race and ethnicities, religion and beliefs, sexualities, and disabilities, whilst recognising wider characteristics and the intersectionality of West Yorkshire people. This should be represented in the images we choose.

People are prominent across our imagery and this should be reflected in all commissions and stock photography. Below are examples of the types of images we use to represent those who live, work and travel in the region.

Images can be ones you have had taken or supplied, or stock ones provided they are taken in a similar manner and represent the overall image style. GDPR guidelines must be adhered to and permission obtained for all shoots. Please contact the Legal team for guidance and ensure permissions are handed over to the Studio team to be retained in password protected folders for the necessary time period. The Combined Authority may not be able to supply images for third party use.

