My World of Work for Parents launches

The new My World of Work for Parents website is now live.

A campaign is now underway to launch this new resource for parents. The site highlights the help and support available, including a Key Dates calendar that pinpoints the times of the year such as subject choice or exam results when parents may need some extra help and information to support their children make decisions about their future.

The key messages of this campaign are:

- My World of Work for Parents can help you support your child through school
- we can help with the big dates in your child’s future
- the site brings together all of the course and career information you need to support your child as they go through school
- visit parents.myworldofwork.co.uk to find out more.

Marketing activities includes digital adverts on key websites and on Facebook. We will be promoting the area via our social media channels, Pay Per Click campaigns as well as placing adverts in national press. There will also be outdoor advertising running at sites where there is a high footfall from parents, including train station and travel hubs.

How you can support the campaign:

- encourage parents to visit the site and sign up to our newsletter which will be sent out on a regular basis and will highlight upcoming activities in the national school calender (i.e. exam results)
- use the attached digital adverts on your school’s website
- upload the pre-written Twitter and Facebook posts on to your school’s profiles.

If you have any questions please contact marketing@sds.co.uk
You can view the adverts in the ‘Marketing support for schools and parents’ section in the Marketing area of The Loop (LINK). Leaflets and postcards for parents are also available from Simply Order online catalogue.