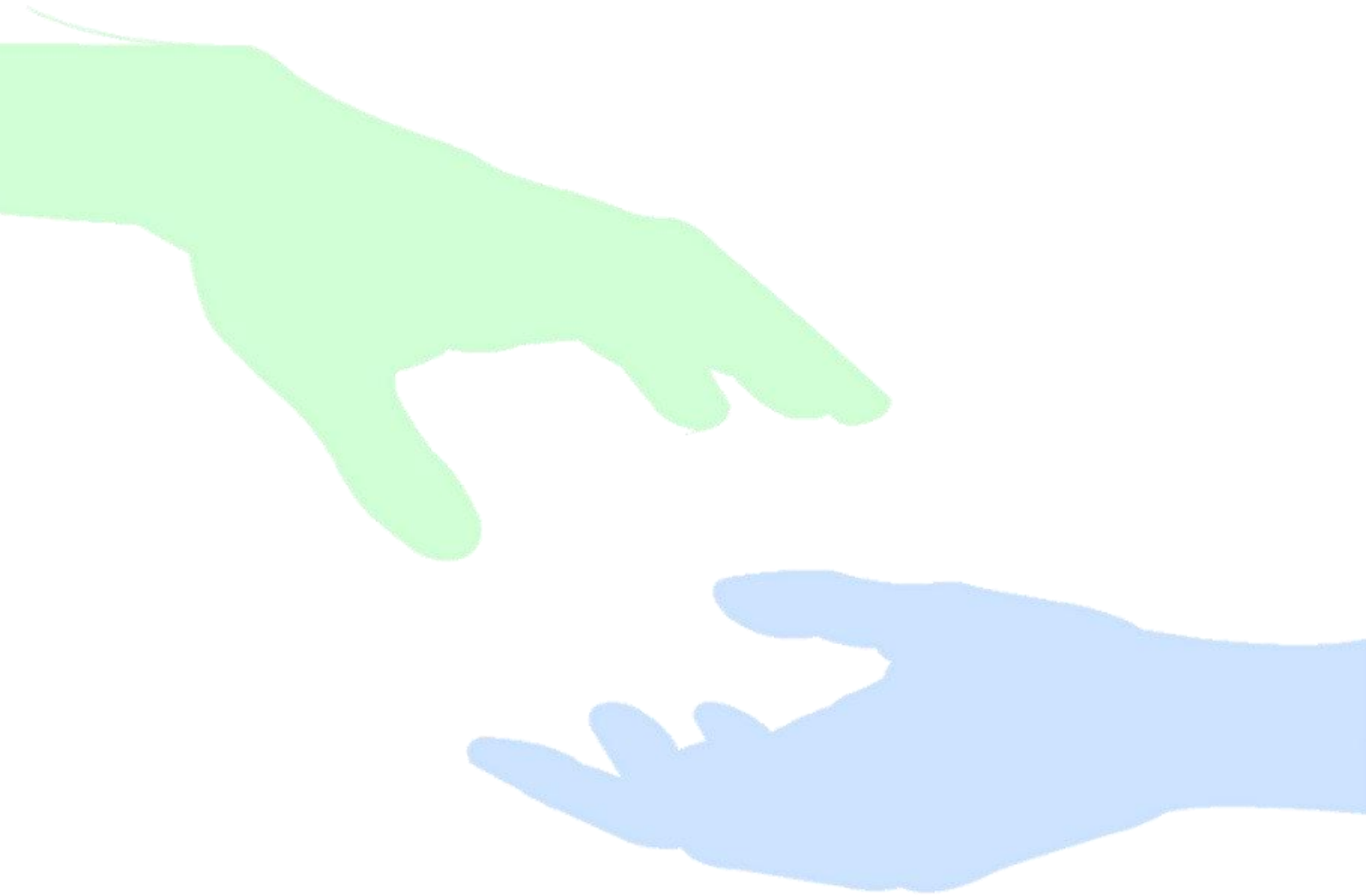


No One Left Behind

Communications Tools Update

Published December 2025



**Developed in partnership with key stakeholders
from across the employability landscape.**

Good practice suggestions for use when developing future marketing and communications to ensure clarity of messaging.

CONTENT	
CONSIDERED GOOD PRACTICE	NOT RECOMMENDED
• Be clear about the purpose of your website, who the users are and what information they need from you. • Make sure content is up-to-date and reviewed regularly. Consider adding the date of when each page was updated. • There should be enough information for the user to understand the subject without overwhelming them with unnecessary detail. • Use clear and understandable language. There are free guides to writing plain English at https://www.plainenglish.co.uk/free-guides • Try to include an overview of what is available from your service. • Use case studies and feedback from service users – including videos to illustrate activity and success. • Provide clear information on how to contact the service. • Test that information is accessible for all – translation, subtitles, e-reader etc. • Have clear actions for the user – use buttons to guide them towards desired actions.	• AVOID - JARGON! JARGON! JARGON! • Avoid out of date information and contacts. • Too much information on a page can be overwhelming. If your content is long, consider splitting into sections with clear headings. • Avoid lists of text/contacts etc - use bulleted lists where possible.

DESIGN	
• Try to strike a balance between bright and engaging and being usable. Use bright colours and pages broken up by pictures/ boxes without being too distracting. • Use white space effectively to improve readability. • Simple and consistent in design and easy to follow. • Should be interactive to keep user engaged.	• Very corporate and laid out like official 'council' website • 'Dull' colours and too text heavy • Avoid too much scrolling or waiting for pictures to load. • Ensure pages are not too cluttered.

STRUCTURE

- | | |
|---|--|
| <ul style="list-style-type: none">• Be clear about who the site is directed at – or provide separate entry points to relevant information, e.g. jobseeker/employers.• Easy of navigations – a good site should take you on a journey. Use a couple of pop outs - rather than opening page on page.• Make sure navigation (menus), page structures, headings, colours, buttons etc are consistent throughout the site so the user quickly learns how to move through the site. | <ul style="list-style-type: none">• Shouldn't try to cover all 'customers' needs – potential participants, employers, professionals – council staff, health, other organisations – in one site |
|---|--|

SYSTEM

- | | |
|---|---|
| <ul style="list-style-type: none">• Search engine optimisation to ensure website ranks highly for relevant search terms.• Ensure all links are working – and directs to where the link states• Search function should be clearly visible and enable specific results• Work across all devices – from smartphones, tablets/pads, laptops/desktops and across Android/Apple.• Site should meet accessibility standards - Web content accessibility guidelines | <ul style="list-style-type: none">• Avoid broken links or 'service down' messages.• 'Buttons' and other ways to click through should be tested for accessibility.• If partners required to add info – ensure training/ process shared |
|---|---|

Introductory paragraphs for use on future marketing and communications to support consistent messaging to the three main user groups:

Aimed at prospective participants/ service users:

No matter where you live in Scotland, employability services are available to help you find work and take steps toward your goals.

These services are completely free. They can support you with things like getting into work, training, education, or volunteering. They're friendly, flexible, and focused on you – helping you figure out what's important, what's getting in the way, and how to move forward. Services can also help you get support for things like health, childcare, housing, careers advice and more.

You can choose to take part now or wait until the time is right for you. To find out what's available in your area, *contact this email/ visit this website etc. **amend as appropriate**

Aimed at providers/ professionals:

Services are available in all areas of Scotland to help people access work. These services also support local communities to grow, helping Scotland to become a more inclusive and equal society.

Employability Services are free and can guide people on their journey towards employment, training, education or volunteering. Services are friendly, flexible and person-centred and will help identify the opportunities and challenges that are important to them. This may include engagement with health, education, childcare, housing, careers guidance and any other advice required to support people on their employment journey.

*There is no pressure to be involved, people should be encouraged to access support when the time is right for them. For more information on the services available in your area, contact *email/ website etc.... **amend as appropriate**

Aimed at employers/business:

Employers play a vital role in helping people across Scotland access good, fair, and sustainable work. To support this, a range of free Employability Services are available to help attract, recruit and onboard candidates.

These services are designed to make it easier for employers to connect with locally based individuals who are ready and eager to work. Whether you're looking to fill vacancies, diversify your workforce, or strengthen your recruitment practices, support is available to meet your needs.

By working with Employability Providers, you'll gain access to a pool of motivated local candidates and contribute to a more inclusive and equal society. These services are available in every part of Scotland and are flexible, responsive, and tailored to both employer and candidate needs.

There's no obligation to take part—but if you do, you'll be helping to create opportunities that benefit individuals, businesses, and communities alike. For more information on the services available in your area, contact *email/ website etc.... **amend as appropriate*