

Fair Start Scotland

Stakeholder Toolkit

August 2021



Fairer
Scotland
Scottish
Government



Introduction

Fair Start Scotland is Scotland's first fully devolved employment support service, providing tailored, flexible, and person-centred support to help people progress towards and into work. Supported by delivery partners across Scotland, the Scottish Government has launched a fresh new campaign to increase awareness and recognition of Fair Start Scotland and to encourage action from those who may benefit from the service.

The main aim of the campaign is to:

1. Increase awareness, recognition and knowledge of Fair Start Scotland and the service that it provides.
2. Encourage those who see the campaign who need support to take action, (contact a local Fair Start Scotland provider, visit the website employabilityinscotland.com to learn more about Fair Start Scotland, talk to friends and family about the service, etc).

Introduction

The campaign, funded by the Scottish Government and supported by Fair Start Scotland delivery partners across Scotland, shows the depth of support offered by Fair Start Scotland, with a focus on its unique and tailored approach. The campaign artwork demonstrates that Fair Start Scotland supports people from a variety of backgrounds, and quotes are based on real life Fair Start Scotland case studies.

The campaign runs from 16 August – 19 September across digital and Out of Home formats (such as bus rears and kiosks). We'd encourage you to continue using social assets well beyond the campaign period to extend the reach of this campaign, and to continue engagement.

In this toolkit, you'll find the resources that we've created to help you in promoting Fair Start Scotland during and after the campaign.

Resources

We have created a series of social assets for you to share across your channels. To support you in doing this, we have a range of resources listed below to download.

- Downloadable and printable posters
- Static images that you can post on social media
- Suggested text to accompany your social posts

[Visit this Dropbox link to access resources.](#)

Key Messages

- “Fair Start Scotland saw my potential. Now I’ve realised it.”
- “Fair Start Scotland believed in me. Now I believe in myself.”
- “Fair Start Scotland helped me find the hope I thought I’d lost.”
- “Fair Start Scotland helped me get somewhere when I felt I was going nowhere”

Fair Start Scotland is a flexible employment support service that can help you get ready for work by understanding your challenges and helping you overcome them.

We believe everyone should have the help they need to find a job that’s right for them, whatever their circumstances.

Visit employabilityinscotland.com to start achieving your potential.

“Fair Start Scotland helped me get somewhere when I felt I was going nowhere.”

“Fair Start Scotland helped me find the hope I thought I’d lost.”

“Fair Start Scotland saw my potential. Now I’ve realised it.”

“Fair Start Scotland believed in me. Now I believe in myself.”

Example Social Posts

There are variety of static social images that you can use across Facebook, Instagram, and Twitter.

We have included suggested copy to make promoting Fair Start Scotland as simple as possible.

Social copy and social assets can be mixed and matched to suit your needs.



“Fair Start Scotland believed in me. Now I believe in myself.”

Whatever your challenges, whatever your goals, Fair Start Scotland will support you in your search for rewarding work.



“Fair Start Scotland believed in me. Now I believe in myself.”

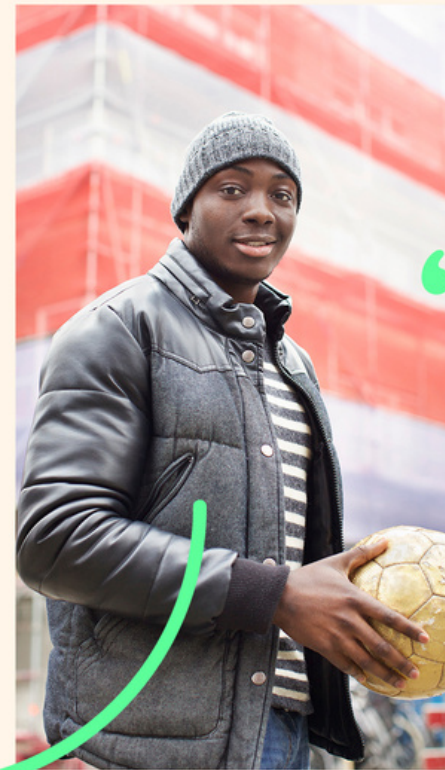
Fair Start Scotland is a flexible employment service that helps people thrive personally and professionally.

Example Social Posts



“Fair Start Scotland helped me get somewhere when I felt I was going nowhere.”

Fair Start Scotland knows that when it comes to finding work, sometimes all people need is a little attention and direction.



“Fair Start Scotland helped me find the hope I thought I'd lost.”

Everyone is worth their place in the world of work. Fair Start Scotland helps everyone to realise that and act on it.



“Fair Start Scotland saw my potential. Now I've realised it.”

Fair Start Scotland is a flexible employment support service, tailored to help individuals discover their talents.

Additional Guidance & Resources

Please visit the links below for additional guidance and resources for Fair Start Scotland.

- [Click this link to access supporting publications](#)
- [Click this link to learn more about Fair Start Scotland \(individuals\)](#)
- [Click this link to learn more about Fair Start Scotland \(employers\)](#)
- [Click this link to view and download the latest Fair Start Scotland factsheet document, providing further information on the service](#)

You can also view the campaign landing page by clicking on the link below.

<https://www.employabilityinscotland.com>

Thank You

If you have any questions related to this toolkit
please get in touch with:

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