

Parental Employability and Financial Support

STAKEHOLDER TOOLKIT



Scottish Government
Riaghaltas na h-Alba

Parent Club

Campaign overview

The Scottish Government's **Parent Club** was set up to communicate with parents in a supportive, non-judgemental way and create a genuine sense of community through peer-to-peer content. The website offers support, reassurance and tips across dozens of topics to help them navigate the challenges of parenting.

The Parental Employability and Financial Support campaign has been developed by Parent Club to help families who have struggled in recent years and are now feeling overwhelmed by the additional pressures brought on by the current economic crisis.

It aims to raise awareness of the support that is available on the **Parent Club** website, where parents and carers will find advice and be guided to trusted advisors. These advisors offer free confidential advice for parents and carers with money or employment worries.

The campaign aims to reach C2DE families living in relative poverty including the following 6 key groups of families: one parent families, families with a disabled parent or child, families with 3 or more children, people from different ethnic backgrounds, parents with children under 1 and young mums aged under 25.

The campaign launched on 13 February and is running across TV, radio, and digital channels, with supporting PR, partnership and social media activity.

Campaign key messages

Main message -

We know it can be overwhelming taking that first step into work or applying for benefits when you're finding it hard to make ends meet and the pressures of life are closing in on you. Parent Club can help you take that first step and guide you to trusted advice that's tailored to your family's needs.

Targeted messages - we have created specific videos and social media posts to target 3 different situations that our families might be in:

1. Those families going through a life transition and looking to get back into work or change job:

If you are looking to get back to work or change job, Parent Club is here to help you find someone to talk to who can help you gain new skills, find work, childcare support and increase your earnings.

2. Those who are less experienced with applying for benefits:

If you are not sure where to start applying for benefits, Parent Club can guide you to someone you can talk to, who can help you find the benefits and one-off payments you and your family is entitled to.

3. Those families who are more experienced with benefits, but not claiming all they may be entitled to:

Parent Club can help you find out if there are other benefits you could apply for by guiding you to a trusted advisor who can help you find best mix of benefits and one-off payments available to you and your family.

Campaign assets

A suite of assets has been created to help you disseminate the campaign messaging across your audiences.

The assets available for use include:

- Full TV advert
- Social static images
- 20 sec social videos
- Suggested social post copy
- Editorial/newsletter copy
- WhatsApp copy
- Printable poster and leaflet
- Translations and alt. formats of the leaflet

How you can share

Here are a few ideas on how you can share the messaging:

- **Share** the social static images and videos via your social channels
- **Reshare** content directly from the Parent Club social channels
- **Include** the editorial copy in your newsletters, email circulars and across intranets
- **Print** and **display** posters and leaflets in visible and high footfall areas

Download assets

The following links will direct you towards the campaign assets available for downloading and sharing with your audiences:

SOCIAL ASSETS

SOCIAL POST TEXT

**EDITORIAL /
NEWSLETTER TEXT**

POSTER

LEAFLET

WHATSAPP COPY

**TRANSLATIONS
AND ALT. FORMATS**

TV AD INCL. BSL

ACCESS ALL ASSETS

Social post example



Overwhelmed trying to make ends meet?

We can guide you to advice tailored to your family, from benefits and one-off payments, to gaining skills and finding work.

Take that first step

For more information, visit parentclub.scot/money-work

Thank you

FURTHER INFORMATION

For further information please contact:

SGMarketing@gov.scot

PARTNER RESHARING

Thank you so much for your support of Parent Club and our important campaign.

Parent Club can also share posts from our partners and stakeholders. If you would like us to reshare any content from your channels, please do get in touch.

We want to be sure these resources and communications are working for you and would welcome any thoughts, suggestions or requests regarding our campaigns.



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