Skills Development Scotland

Scotland's Career Service

Website, newsletter and social media content to support pupils, parents and carers

Toolkit for schools 2025

Introduction

SDS is the national skills agency, supporting the people and businesses of Scotland to develop and apply their skills.

As part of this, we deliver Scotland's Career Service as well as Scottish Apprenticeships on behalf of Scottish Government.

Our careers advisers are professionally qualified experts. You can speak to us in every state secondary school in Scotland, at **SDS centres and community venues** across the country and on our freephone helpline on 0800 917 8000. Find us online at **My World of Work**, **skillsdevelopmentscotland.co.uk** and **apprenticeships.scot**.

To help us build awareness of our services with young people and their parents and carers, this guide provides copy, links and graphics related to our career services and apprenticeships. These assets can be used by teachers/practitioners or DYW school coordinators on your school website, newsletters or social media channels.

We kindly ask that you include the information and graphics in the relevant part of your website, newsletters and social media.

We hope that this supports your delivery of the recommendations of the Career Review, Developing the Young Workforce, Career Education Standard and Building the Curriculum 4, and in How Good is Our School? reviews.

Parent and carer comms toolkit for schools

We're keen to help parents and carers understand our services and would welcome your support in helping us spread the message.

Our termly toolkits have ready-to-use content that can be used across your school communication channels. We will provide 4 toolkits with relevant content throughout this academic year. Links to these resources will be available through the SDS teachers newsletter - **sign up here**.

The first toolkit will be available in September with additional toolkits over the course of the academic year.

Future toolkit messaging will include Scottish Careers Week 2025, SDS Parent and carer webinars, information about My Profile, Option choices, Scottish Apprenticeships, Parent Voice Survey, Support for school leavers and Results support.

Website and newsletter content

Suggested copy and accompanying images for your school website and newsletter, ideal for content on careers or relevant links. Simply copy and paste this text and use the images provided where appropriate.

Career support in school

Skills Development Scotland (SDS) is the national skills agency, and delivers Scotland's career service.

SDS careers advisers deliver career information, advice and guidance in schools to pupils from S1-S6. They are there to help you understand the world of work and to develop the career management skills you need as you move through school and beyond.

Your school careers adviser is <NAME> and you can get in touch with them by <CONTACT DETAILS HERE>.

You might meet your careers adviser with your class at a group activity, at a careers event, or at a one-to-one appointment.

Your careers adviser can speak to you about:

- understanding and developing yourself, your strengths, and your skills
- making your option choices
- career choices
- courses, training, and volunteering
- CVs, applications, and interviews
- apprenticeships
- local and national job opportunities.

You can also visit Scotland's careers website **My World of Work.**

Beyond school, anyone can speak to expert advisers in **SDS centres or community venues** across the country and on our freephone helpline on 0800 917 8000. They can help people of all ages and at all stages of their career.

My World of Work

My World of Work is Scotland's careers website and it's packed full of tools and information to help you confidently make the best decisions for you.

There's lots to do and explore and the more you tell the site about yourself, the more career ideas you'll get just for you.

- **Find out** more about yourself with **Animal Me** and the **Strengths and Skills Discovery tools**
- **Explore** career options through our **job profiles** and **industry pages**
- **Learn** about routes into careers such as **courses** and **apprenticeships**
- **Discover** where your **option choices** could take you
- **Celebrate** your **achievements** and build a library of your skills and successes
- **Showcase** who you are, your skills and achievements with **My Profile**
- **Prepare for your next steps** with **CVs, applications, and interviews** advice and tools

Register for an account today and keep using the site as you go through school.

Discover and explore what your future could be at **myworldofwork.co.uk**

Apprenticeships

Foundation Apprenticeships

Foundation Apprenticeships can set pupils up for a big future with the skills employers need in some of Scotland's most exciting and fastest growing industries.

A Foundation Apprenticeship is an option choice that allows pupils to get real industry experience while they are still at school.

Choose a Foundation Apprenticeship at SCQF Level 6 (the same level as a Scottish Higher) in S5 or S6, available in 12 subjects such as Engineering, Scientific Technologies, and Software Development.

There are also pilot SCQF Level 4 and 5 Foundation Apprenticeships in selected schools, for pupils from S3 to S6 in Construction, Automotive and Hospitality.

Here is a quick guide to **Foundation Apprenticeships** covering what to expect and how they differ from other school subjects.

Visit **apprenticeships.scot/foundation** to find out what's available and to apply online.

Apprenticeships.scot

Apprenticeships.scot is the place to go for apprenticeships in Scotland with all the information you need on how to become a Foundation, Modern or Graduate Apprentice.

Search and apply for apprenticeship vacancies across Scotland in a wide range of industries and create an online account so it's straightforward to submit job applications. You can also sign up to the job alert to get the latest job vacancies in your email inbox each week.

No matter what stage you're at, apprenticeships can help you get set for a bright future.

- **Foundation Apprenticeships:** get industry experience, the skills employers need, and a recognised qualification while you're still at school
- **Modern Apprenticeships:** work, earn and learn and gain skills, experience and qualifications along the way
- **Graduate Apprenticeships:** get a paid job in key sectors, and gain industry experience while you work towards a degree

Visit **apprenticeships.scot** to find the right apprenticeship for you.

Support for parents and carers

School website/newsletter

How to access career services in school

Skills Development Scotland (SDS) is the national career service, and they have careers advisers in every state secondary school in Scotland.

The SDS career service helps people develop their career management skills and make confident decisions for their future.

Pupils can speak to their SDS careers adviser throughout the school year and will also be supported by them at key times such as starting S1, making option choices, and preparing for moving on from school. This service will be delivered through drop-ins, one-to-one appointments, and group learning sessions.

There is lots of useful career information and advice available at any time through Scotland's career website My World of Work. There is also a dedicated area for parents and carers with information to help you have career conversations at home.

If you or your young person would like to make an appointment with your school careers adviser, please contact the school office for details.

Beyond school, SDS advisers are also available at community venues across the country, an SDS centre, or via our helpline. To get support or arrange an appointment call the SDS freephone helpline on 0800 917 8000 (Monday to Friday, 9am to 5pm).

More information about SDS and its career service in schools is available at sds.co.uk

Suggested text/school app message copy:
For details of all the career service support available for you and your young person from Skills Development Scotland in school, please visit sds.co.uk

Suggested social media post:
Your careers adviser is there to help in school and beyond. For details of all the support available from Skills Development Scotland career service, please visit sds.co.uk

Images – for use on school websites

You can use any one of these graphics alongside the associated copy. Just copy and paste onto your desktop before uploading onto your website.

Skills Development Scotland
This graphic should be embedded with a link to:
https://www.skillsdevelopmentscotland.co.uk

My World of Work
This graphic should be embedded with a link to:
https://www.myworldofwork.co.uk



My World of Work for Parents and Carers
This graphic should be embedded with a link to:
https://www.myworldofwork.co.uk/parents-carers



Scottish Apprenticeships
This graphic should be embedded with a link to:
https://www.apprenticeships.scot

Social Media

Our social media channels provide the latest content and careers support - ideal for pupils and their parents and carers.

If your school is using any of these channels, please follow us and share:

My World of Work

- Facebook – **/myworldofwork**
- Instagram – **/mywowscotland**
- TikTok - **@mywowscotland**
- YouTube – **@MyWorldofWork**

Apprenticeships.scot

- Twitter – **@apprentice_scot**
- Facebook – /**ScottishApprenticeships**
- Instagram – **/apprentice_scot**
- YouTube – **@ScottishApprenticeships**
- LinkedIn – **Scottish Apprenticeships**

Skills Development Scotland

- Twitter – **@skillsdevscot**
- YouTube – **@skillsdevscotland**
- LinkedIn – **Skills Development Scotland**