

A large, stylized graphic on the right side of the page, consisting of three overlapping curved bands in yellow, pink, and light blue, resembling a large letter 'C' or a partial circle.

# **Exam Results Helpline and Choices 2020 Stakeholder toolkit**

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## 1. Introduction

This toolkit has been developed to help you support the National Careers Service Exam Results Helpline campaign 2020.

Our overall objective is to get young people to access available support for their exam results or next steps. There are 4 main ways young people can access support:

- Calling a careers adviser
- Using webchat to talk to a careers adviser
- Searching for the National Careers Service on social media
- Visiting the new 16+ and 18+ explainer content on our website

Key influencers in young people's lives, such as parents, careers leaders and teachers, may also benefit from the support available when helping them to make decisions.

We've created a selection of assets for you to use and ask that you share the content we post through the national account at both [@NationalCareers](#) and [@exam\\_helpline](#).

Whilst we appreciate this year is different in terms of exam results, we know young people will still need support and we hope you can help us make them aware of our offer.

## 2. Messaging

### Key points

- *The Exam Results Helpline delivered by the National Careers Service will be available in August to provide additional support to students (and their parents) as they receive their exam results.*
- *Whether they're finishing GCSEs or A levels, support is available about what options young people have. There are options for full-time education, getting a job, combining work and study and even for volunteering. Other support will be available on topics such as clearing, university, gap years, moving away from home and re-sits.*

### CTA

- *For support, speak to a dedicated careers adviser by calling our helpline on 0800 100 900, using webchat, or visiting our website to research and compare your options for the future.*
- *The helpline and webchat will be available from 8am to 10pm, 7 days a week, calls are free from landlines and most mobile numbers.*

### Draft copy

We know that this year is different for those receiving exam results, so the National Careers Service's Exam Results Helpline is available to help young people (and their parents/ carers) that are receiving results in August. The helpline has professional careers advisers available to provide free, impartial advice and guidance on the different choices available which includes:

- Skills, qualifications and subject choices
- Re-sits and re-marks
- Post-16 and Post-18 options, including gap years and re-sits/re-marks
- Moving away from home
- Vocational learning routes including diplomas, apprenticeships, SVQs and NVQs
- Careers, employment and setting up in business

You can speak to a dedicated careers adviser by calling our helpline on 0800 100 900 or using webchat any day between 8am -10pm from the 12<sup>th</sup> August – 28<sup>th</sup> August. Or you can visit our website to research and compare your options for the future.

Beyond 28<sup>th</sup> August you can access ongoing support from the National Careers Service by calling 0800 100 900, visiting [nationalcareers.service.gov.uk/contact-us](https://nationalcareers.service.gov.uk/contact-us) or searching for the National Careers Service on social media.

### 3. Draft Exam Results Helpine social media posts

#### General

CTA to be added at the end of each line: Call us for free on 0800 100 900 from 8am until 10pm 7 days a week, talk to us on webchat or compare your options on our website. [LINK](#)

- Good luck to everyone waiting to hear about #results. We're here to help you explore your options #ResultsDay2020
- Whatever happens on #ResultsDay we're here to help you explore your options.
- Exam results will look different this year, if you have any questions then please contact us for free and expert support from our advisers #ResultsDay2020
- There are lots of options available once you've received your #ExamResults #AskNationalCareers
- Are you wondering what to do next after #ExamResults? Do you want to continue studying or get a job?

#### On GCSE results day

- Today is #GCSEResults day. If you need to talk about your results then we're here to listen, support and guide you.
- Good luck to everyone getting #GCSE exam results – contact @NationalCareers if you need any additional support.
- You've had your #GCSE results, what next? For free impartial advice contact the National Careers Service.
- We're here to help you explore your #OptionsAt16.

#### On A Level results day

- Today is #AlevelResults day. If you need to talk about your results then we're here to listen, support and guide you.
- You've had your #Alevel results, what next? For free impartial advice contact the National Careers Service to find out your options.
- We're here to help you explore your #OptionsAt18 – contact us for support from a professional careers adviser.

#### Social Media version

- Do you have a question about #ResultsDay2020? Ask @NationalCareers your questions and get support from a qualified careers adviser.

#### 4. Choices draft copy

##### Choices 16+ specific

**CTA Compare your options today at [LINK](#)**

The Department for Education has created a new webpage comparing the options available to you at aged 16+. Whether you want to continue full-time study or combine study and work, it's there to help you find out what's right for you.

- Do you want to stay in education? Or try out working alongside study? If you're not sure, why not compare your options on the National Careers Service website.

##### Choices 18+ specific

**CTA Compare your options today at [LINK](#)**

The Department for Education has created a new webpage comparing the options available to you at aged 18+. Whether you want to continue full-time study, get a job or combine both, it's there to help you plan for the future.

- Do you want to stay in education? Get a job? Combine both?

##### Choices EHC plan

- If you have an Education Health Care plan, there may be different options that are best suited for you. Find out more and compare your options [LINK](#)

## 5. Assets

Summary of assets provided:

Exam Results Helpline static adverts

- Generic promoting the helpline
- What's your next move?
- Good luck
- Advice if you don't agree with results
- Explainer about result calculation

Choices static adverts LinkedIn, Facebook, Twitter, Instagram

- 16+ What's your next move
- 16+ and 18+ Thinking about your future
- 16+ and 18+ Here to help
- 16+ and 18+ Your future is in your hands
- 18+ Unsure what to do next?
- 16+/18+ Parents Is child your receiving their exam results?
- 16+/18+Parents Helping your child understand their next steps?

Choices videos

- [18+](#)
- [16+](#)