

Partnership Action for Continuing Employment

Digital Toolkit

The logo consists of a white circle containing the word "PACE" in blue capital letters. A dashed white line extends from the bottom of the circle, curving downwards and to the left across the page.

PACE



Scottish Government
Riaghaltas na h-Alba
gov.scot

Contents

Introduction	3
How you can help	4
Key messages	5
Suggested web copy	6
Suggested social media posts	9
Case studies	11
Useful contacts	12

Introduction

Partnership Action for Continuing Employment (PACE) is the Scottish Government's initiative dedicated to helping individuals and employers with the advice and support they need when faced with redundancy.

As a PACE Partner, your support is required to continue to raise awareness of the support PACE provides.

This **digital toolkit** can be used across your marketing and communications channels to help promote the PACE offer, and your involvement within it.



How you can help

Help spread the word about PACE.

You can share:



Information about PACE
on your website



The PACE animation film
and case study films

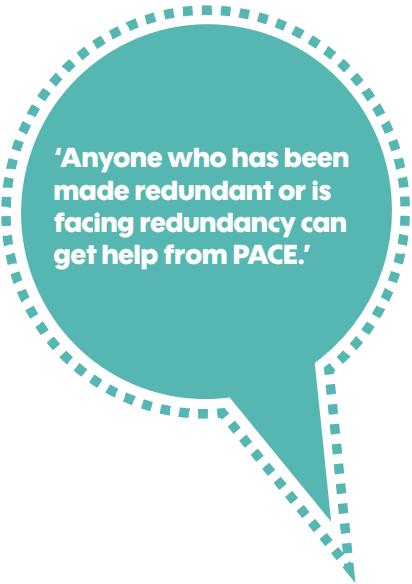


Information on your
social media channels




Link to the PACE website
redundancyscotland.co.uk
on your site and social
channels


Key messages



'Anyone who has been made redundant or is facing redundancy can get help from PACE.'



'PACE can support your employees through the redundancy process, no matter the size of your business'



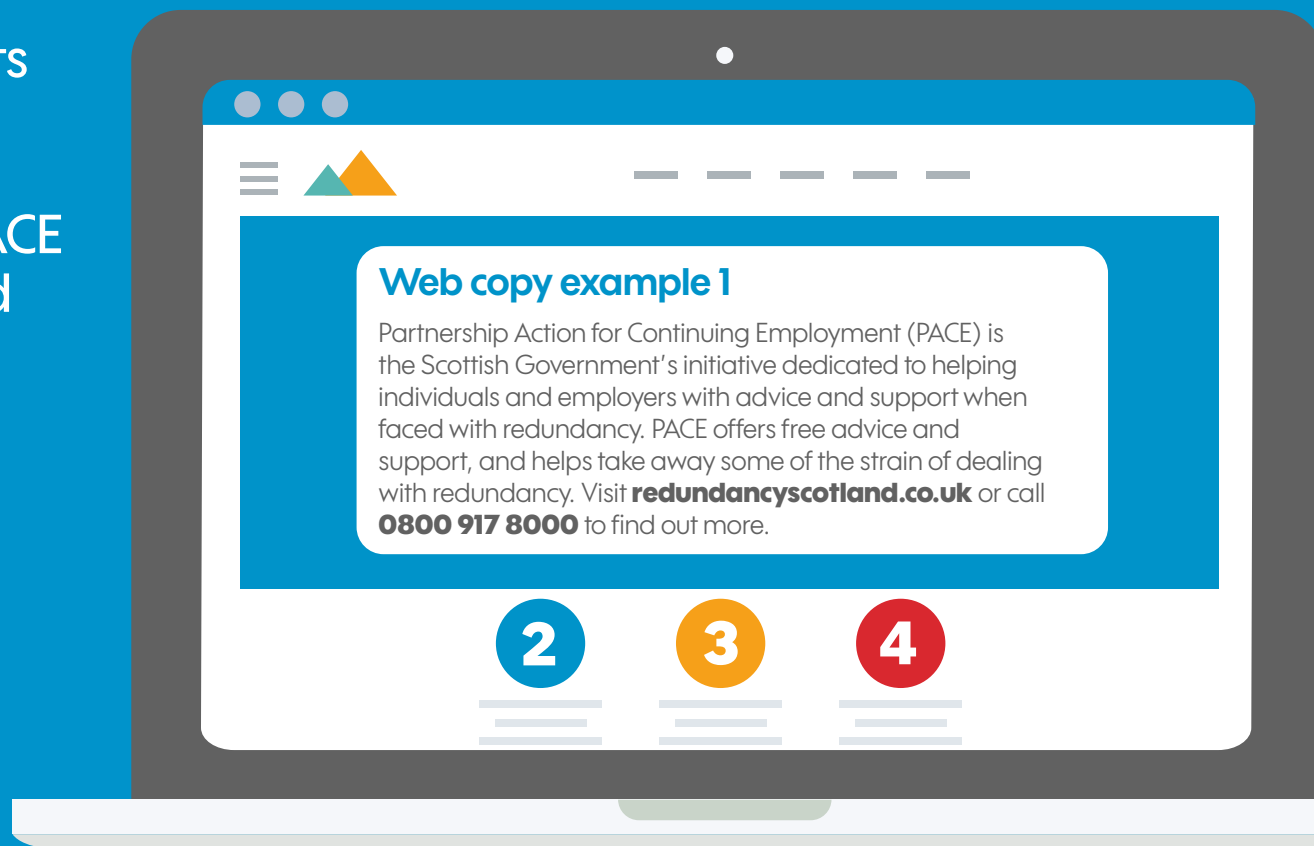
'To get help and support, visit redundancyscotland.co.uk or call the helpline on 0800 917 8000.'



'Free, expert advice is available on the next steps following redundancy from PACE, including careers guidance support, money and benefits advice, information on funding and training, and even advice on starting up a business.'

Suggested web copy

Use one of these standard texts on this page or next to feature the PACE Partnership on your website. Use along with the PACE logo, which you can download on page 8.



Suggested web copy

Web copy example



If you've been made redundant or are facing redundancy, Partnership Action for Continuing Employment (PACE) can help. PACE is a Scottish Government initiative, and is a partnership of 23 organisations providing free advice and support to anyone facing redundancy. PACE can help with money and benefits advice, searching and applying for jobs and information on funding. Find out more at **redundancyscotland.co.uk** or call **0800 917 8000**.

Web copy example



If your business is under threat of redundancy, Partnership Action for Continuing Employment (PACE) can help. PACE is a Scottish Government initiative, and is a partnership of 23 organisations providing free advice and support to anyone facing redundancy.

PACE can help you as an employer by supporting your employees through the redundancy process, offering free, impartial advice. Help is available to all individuals or number of employees affected by redundancy, no matter the size of the business. Visit **redundancyscotland.co.uk** or call **0800 917 8000** to find out more.

Web copy example



Partnership Action for Continuing Employment (PACE) is the Scottish Government's initiative dedicated to helping individuals and employers with advice and support when faced with redundancy.

(Insert company name) is a member of the PACE Partnership, made up of 23 organisations which include the Scottish Government, Skills Development Scotland, Business Gateway and the Department for Work and Pensions. PACE Partners respond to redundancy situations through providing skills development and employability support to minimise the time people affected by redundancy are out of work.

PACE advisers can provide advice and support to help employees find work, access financial support and explore learning and training opportunities. Further information can be found by visiting **redundancyscotland.co.uk** or by calling **0800 917 8000**.

The PACE logo

You can use the PACE logo on your website and on print /online publications to promote PACE services, and you as a PACE Partner.

 **DOWNLOAD
THE LOGO HERE**

If you require help or approval, please email marcomms@sds.co.uk Use the PACE logo on a white or light coloured background to achieve maximum contrast.



Suggested social media posts

Connect with other PACE Partner organisations across all channels and share their PACE messages to help reinforce the message.

You can use the **PACE animation video** to help visualise the PACE offer to those facing redundancy, and these social media assets can be added to your posts to attract attention and highlight the message.



Asset aimed at individuals

 **DOWNLOAD
HERE**



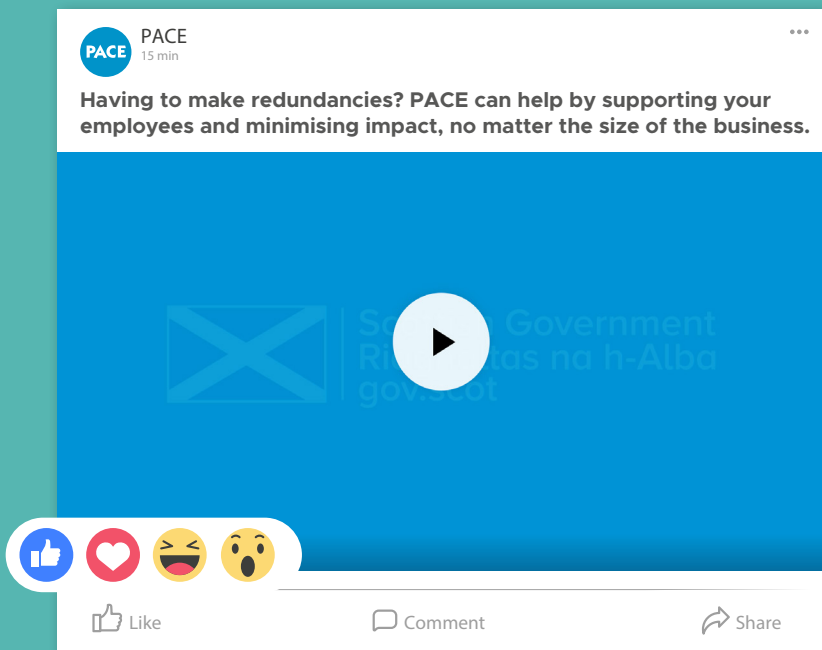
Asset aimed at employers

 **DOWNLOAD
HERE**

Suggested social media posts

Here are some copy ideas for social media posts. Feel free to use these across your channels.

- Having to make redundancies? **PACE** can help by supporting your employees and minimising impact, no matter the size of the business.
- Facing Redundancy? Check out PACE at **Redundancy Scotland** for government funded training and career planning tailored to you.
- Facing Redundancy? Check out PACE at **Redundancy Scotland** for expert CV advice and interview tips.
- Visit **Redundancy Scotland** today for free advice on the best way to approach redundancy issues for your business.
- Is your business facing redundancy? **PACE** can support your employees through the redundancy process, no matter the size of the business or number of employees. Visit **Redundancy Scotland** or call **0800 917 8000**.
- Facing redundancy? The **PACE** Partnership can provide support and help make the decision that's right for you. From government funded training and a specialist career planning service, find out more at **Redundancy Scotland** or call **0800 917 8000**.



Case studies

The Skills Development Scotland Communications and Marketing team promote the great work of the PACE Partners.

One of the most effective ways of doing this is through case studies, both in written and video format.

You can share the two case studies opposite on your social media channels to help bring the PACE offer to life.

Get involved

We really want to highlight the great work done by partners providing PACE support. If you'd like to share your PACE success stories, in either a written or filmed case study highlighting the PACE Partnership, please contact marcomms@sds.co.uk, and we'll do the rest.

Examples of video case studies



PACE in Practice
Iain Porter



PACE in Practice
Jo MacLeod



PACE in Practice
Beth Beazley



PACE in Practice
Audrey Lawson



PACE in Practice
Alfie Hainie

**For further help and support in
promoting PACE please contact**

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0141 468 7180

PACE



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