



HM Government



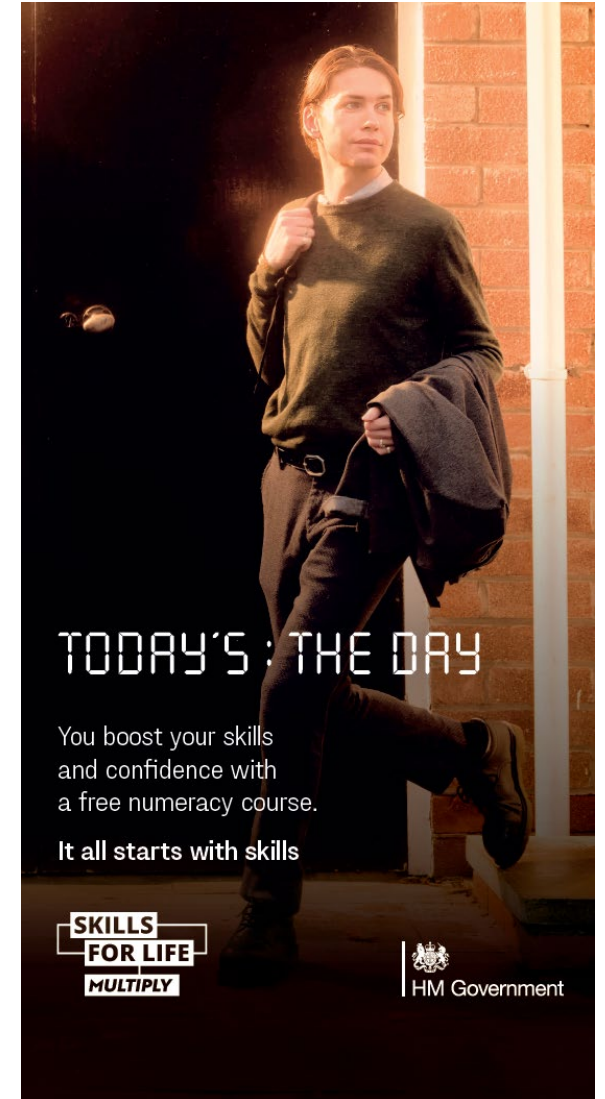
Communications - Multiply Toolkit

(last updated Jan 2024)

Purpose of the toolkit

How to support Multiply communications to reach learners and employers through local communications channels:

1. Develop content to share on your channels, adapting the suggested posts, hashtags and Multiply messages in this toolkit.
2. Share DfE social media content focused on Skills for Life and Multiply ([Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)).
3. Raise awareness of the Multiply webpages for [learners](#) and [employers](#) via your website, newsletters, marketing material and among stakeholders, and encourage your networks to do the same.
4. Signpost to the main '[Skills for Careers](#)' website so that visitors can explore the wider range of courses for adult learners including Skills Bootcamps, Apprenticeships and Essential Skills.
5. Include the relevant 'Skills for Life – Multiply' logo and the 'Funded by HM Government' logo in your communications activity.
6. If you are a training provider, ensure that your course marketing information is published to the [Course Directory](#) so that people can find your course on the National Careers Service '[Find a course](#)' portal.



About Multiply

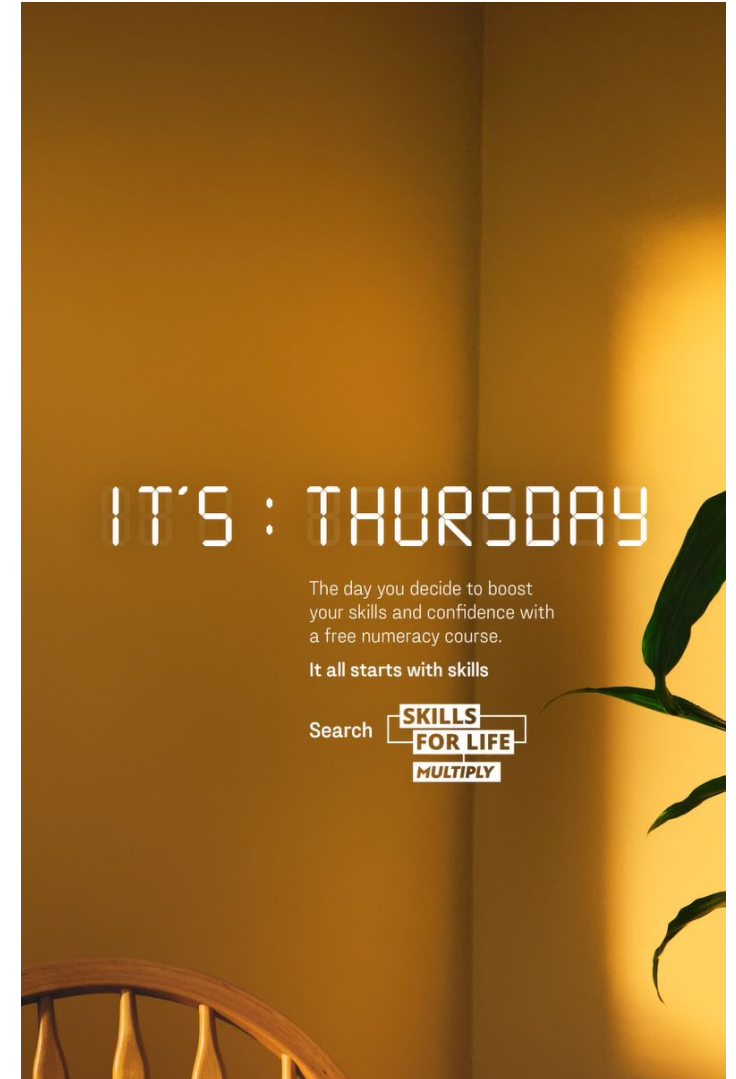
What is Multiply?

Multiply is an adult numeracy programme funded by the UK Government. Tailored for adults over 19, it aims to improve adult numeracy skills, confidence with numbers and career prospects. It's designed to help people looking to boost their career, support family learning, get new qualifications or better manage their finances.

How does Multiply work?

Multiply initiatives are offered by various providers including colleges, charities, employers and community organisations. Multiply offers free courses that fit around people's lives, with courses ranging from a few hours to several weeks. There is flexibility in delivery, format, and qualifications ranging from maths-based baking to traditional classroom learning.

Courses can be for those who don't have level 2 qualifications like GCSEs, or for those who think it can help their career progression to go back into learning. The classes are taught by supportive tutors who are invested in learners' growth and confidence. Whatever the individual's motivation and preferred learning style, there will be a course for them.



About *It all starts with skills*

Multiply is one of several skills products promoted by the *It all starts with skills* campaign, launched by the Department for Education in January 2024.

Strategy

The campaign aims to **inspire people to start their skills journey** by increasing demand for skills offers and qualifications.

From a learner's perspective, the campaign will increase recognition and confidence in Multiply as awareness of Skills for Life continues to grow.

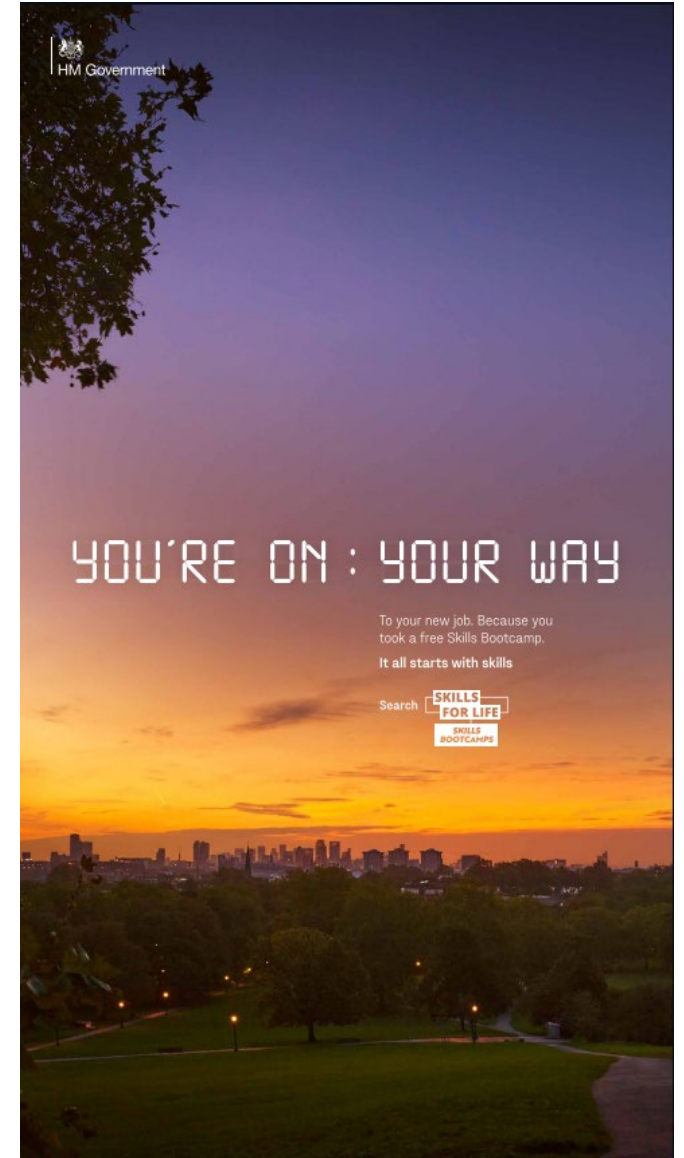
Key Message

Everyone has potential but it will remain just that unless you do something with it.

Creative

The adverts show the progression of the day, encouraging audiences to seize the moment. You can view the TV and cinema ads on [YouTube](#).

Read more about the campaign here: ['It all starts with skills' campaign introduction and background - GOV.UK \(www.gov.uk\)](#).



Branding and Logos

Multiply providers in England are required to use the Skills for Life/Multiply logo in their communications. This doesn't apply to providers based in Scotland, Wales or Northern Ireland.

- Download the Multiply logo [here](#).

It is expected that the 'Funded by UK Government' logo is used in partner communications activity in England, Scotland, Wales and Northern Ireland.

- Download the Funded by UK Government logo [here](#).

It all starts with skills

The Multiply logo forms part of a wider set of Skills for Life logos where each programme has its own version as part of the new campaign.

If you would like to adopt similar fonts, colours and messaging in your communications as is used in new Skills for Life campaign, you are welcome to do so.

- You can view the brand guidelines and style [here](#).



**Funded by
UK Government**

Suggested messaging

Example messages for adult learners:

- Sign up for a free Multiply course and see where it can take you. Strengthening your numeracy skills can enhance your job prospects, contribute to your child's education, and empower you to effectively manage your finances.
- Discover free, flexible courses like Multiply in your area and take your first step to improved number confidence.
- Multiply offers a wide range of numeracy courses from budgeting and cooking through to Level 2 Functional Skills and GCSE qualifications. Whatever your ability there is something for you.
- Find out more at: [Multiply | Skills for Careers \(education.gov.uk\)](https://www.education.gov.uk/multiply)

Example messages for employers:

- Fuel the success of your team with free numeracy courses through Multiply. Improving your employees' numeracy skills can help support the growth of your workforce and encourage better productivity.
- Build your employees' confidence with numbers through a Multiply course. Support your teams' development and watch them contribute to your company's success.
- Multiply courses can be shaped around your teams' needs. Get in touch with a provider to start planning today.
- Find out more at: [Multiply \(education.gov.uk\)](https://www.education.gov.uk/multiply)

Suggested social copy

Example social posts for adult learners:

- Today's the day you decide to boost your skills and confidence with a free numeracy course. Explore [Multiply](#) and see where it can take you.
- Want to support your child with their maths? Enrol on a free [Multiply numeracy course](#) to help equip you with the skills you need to support learning in the home.
- Love baking, budgeting, or exploring nature? Sign up to a free [Multiply course](#) which combines essential numeracy skills with everyday life! Explore courses in your area today.

Example social posts for employers:

- Multiply can help your employees build confidence with numbers for life and work. Courses are fully funded and flexible to limit pressures on existing commitments. Explore [programmes](#) for your team today.
- Encourage your staff to attend a [Multiply course](#) near you or organise one to be delivered in your workplace. Multiply is free and can help boost productivity as well as reducing numeracy related mistakes.
- Improving your employees' numeracy skills can help support the growth of your workforce, encourage better productivity and motivate your employees to pursue different forms of training in the workplace. Discover [Multiply](#) to upskill your company for free.

Handles to tag:

See [here](#) different channels to tag.

Social media hashtags to include:

#SkillsForLife #Multiply #ItAllStartsWithSkills

Checklist

- ✓ **Bookmark the [Skills for Careers \(education.gov.uk\)](https://www.education.gov.uk/skills-for-careers)** website to support your local marketing activity.
- ✓ **Bookmark the [toolkit page](#).**
- ✓ **Check out the [Skills for Life brand guidelines](#)** if you want to adopt similar colours, font and messages used in the *It all starts with skills* campaign.
- ✓ **Download the** relevant logos to use in your communications
- ✓ We don't need to **approve your content** but are here to help with advice and guidance.
- ✓ **Share with us case studies** who would be interested in featuring in media opportunities.

For all communication, branding and case study queries, please reach out to Adult.SKILLS@education.gov.uk.