

CITO Skills Checker

PROMOTIONAL GUIDELINES





INTRO TO THE CITO SKILLS CHECKER

The **CITO Skills Checker** is an easy-to-use online self-assessment application, which allows the user to explore their learning goals, recognise their existing skills and identify the skills to be developed.

PRINT PACK

A print pack has been developed containing a variety of materials that can be used to promote the CITO Skills Checker within your learning centre. These materials are designed for both learning centre staff, and potential adult learners.

WHAT'S INCLUDED:

The print pack contains a range of print assets, including printable final artwork files.

PRINT PACK

Brochure

The brochure is designed for staff in learning centres.

The print ready files can be sent to printers. We recommended the brochure to be printed on 200gms uncoated stock.

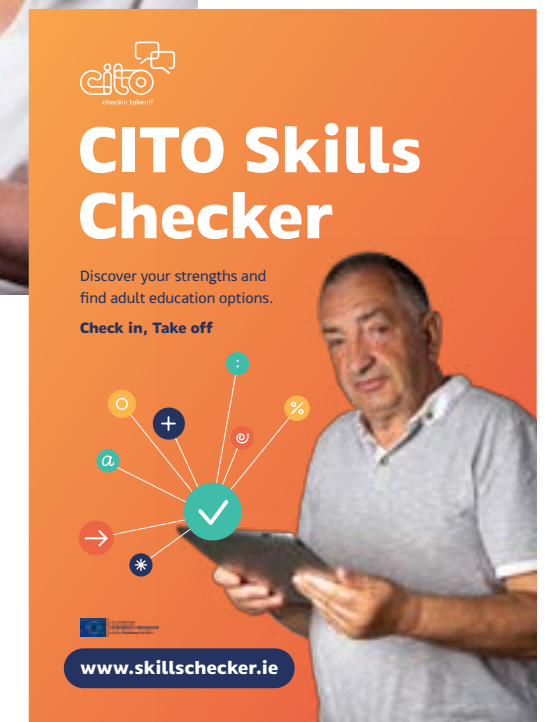
The PDF file is for digital sharing and can also be printed non professionally on office / home printers.



PRINT PACK

Posters

The posters provided can be used by learning centres to promote the CITO Skills Checker, and are provided in multiple variations. The print ready files can be sent to printers. We recommend the posters to be printed on 170gms silk or uncoated stock. The PDF file is for digital sharing and can also be printed non professionally on office / home printers.



PRINT PACK

Flyer

The flyer is aimed at the target group and potential adult learners. A blank space has been provided to allow learning centre staff to include their contact details when sharing the flyer with the target group. The print ready files can be sent to printers. We recommended the flyer to be printed on 170gms uncoated stock to match the brochure. The PDF file is for digital sharing and can also be printed non professionally on office / home printers.



Want to **find work** or get a **better job**? Perhaps you want to **help your children** with their schoolwork? Or maybe gain the **confidence** to manage your finances?

Taking the first step to achieve your goal can be challenging. By improving your skills, you can take that step! The CITO Skills Checker is an easy-to-use and free online tool that will help you check your reading and writing, maths, and computer skills.

All in less than 10 minutes!

You can then decide how, where and what you want to learn so you can achieve your goal!

www.skillschecker.ie

- ✓ The CITO Skills Checker is free and easy to use!
- ✓ User privacy is very important to us – it's completely anonymous!
- ✓ Check your reading and writing, maths and computer skills in less than 10 minutes.
- ✓ Find online and local courses to help you improve your skills and achieve your goals!
- ✓ You can decide what you want to learn and what course is right for you!

To find out more, you can contact:

SOCIAL MEDIA PACK

The social media pack is designed to help you to manage a social media campaign to promote the CITO Skills Checker.

The following sections will outline the assets provided to manage this campaign.

- Social Platforms
- Hashtags
- Social Media Assets
- Sample Messaging

SOCIAL PLATFORMS

The handles and display names for the **CITO Skills Checker Facebook** and **Twitter** accounts are as follows:

Facebook

CITO Skills Checker Ireland

CITO Skills Checker Malta

CITO Skills Checker Norway

Twitter

Ireland

Handle: @CITO_Ireland

Display Name: CITO Skills Checker Ireland

Norway

Handle: @CITO_Norway

Display Name: CITO Skills Checker Norway

Malta

Handle: @CITO_Malta

Display Name: CITO Skills Checker Malta

HASHTAGS

The primary hashtag for the CITO campaign is **#CheckInTakeOff** and the secondary hashtag is **#CITOprojectEU**.

The primary hashtag should be used whenever posting about the campaign, particularly on Twitter.

Primary hashtag:

#CheckInTakeOff

Secondary hashtag:

#CITOprojectEU

SOCIAL MEDIA ASSETS

These assets can be used for general promotion of the CITO Skills Checker, either as paid or organic content.

The assets are provided in two sizes, square and rectangle.

Square graphics

Used on Instagram and Facebook

Landscape graphics

Used on Twitter, LinkedIn, and Facebook

SOCIAL MEDIA ASSETS

General Promo Graphic examples



SAMPLE MESSAGING

The CITO Skills Checker is an easy-to-use and free online self-assessment tool, which helps users check their skills and get direction on where to go to next.

The CITO Skills Checker is learner-centred and gives users the confidence to take control of their own learning and to choose a learning option that is right for them!

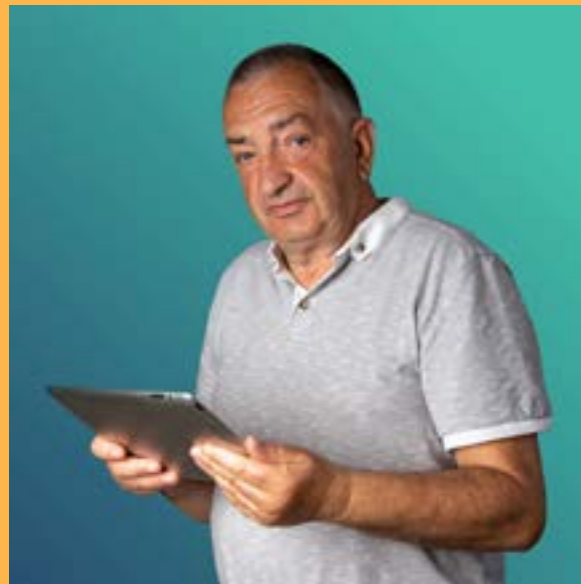
The CITO Skills Checker allows adult learners to check their skills, discover their strengths, and find adult education options.

You can check your own skills using the CITO Skills Checker, and find an adult education pathway.

The CITO Skills Checker will suggest learning options so that you can improve your skills and learn new ones.

PHOTOGRAPHY

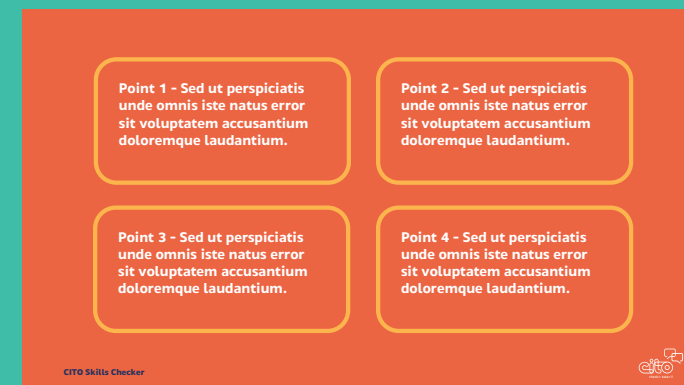
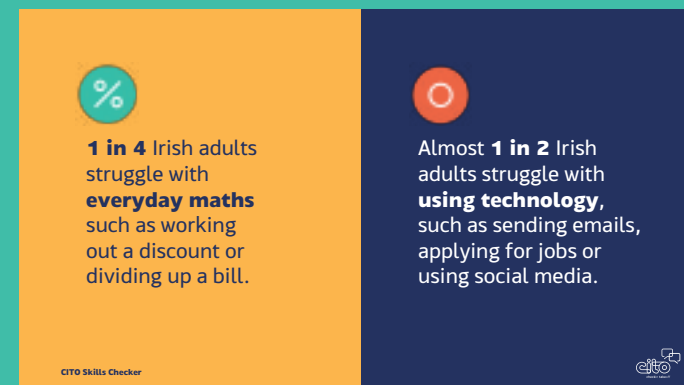
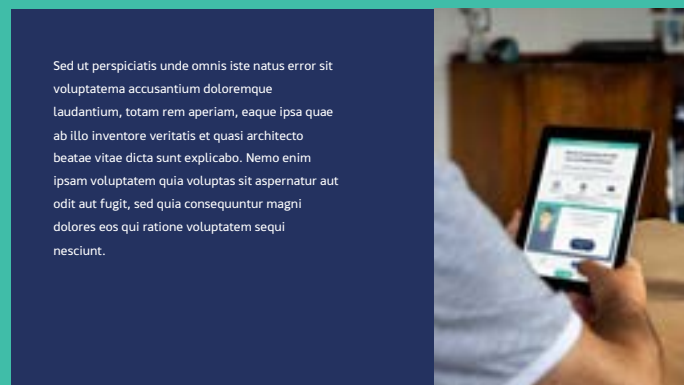
Photography of real Irish learners is available for all learning centres to use.



POWERPOINT TEMPLATE

The branded PowerPoint template provided can be used to develop promotional presentations introducing the CITO Skills Checker. The template contains slide styles including chapter titles, text slides, text and image slides, and image/graphic led slides.

Two versions of the template have been supplied - one using the campaign font Maiden, and second one using Arial in case the campaign font hasn't been installed.



VIRTUAL MEETING BACKGROUND

Branded backgrounds have been provided, which are designed to be used on virtual meeting platforms such as Zoom, Teams or Google Meet. These backgrounds can be used when hosting promotional webinars or presentations.





Thank you

For any further inquiries please contact:

Email: cito@gov.mt