

CITO Skills Checker

PROMOTIONAL GUIDELINES



Co-funded by the
Erasmus+ Programme
of the European Union



The CITO Skills Checker is an easy-to-use online assessment application, which allows the user to explore their learning goals, recognise their existing skills and identify the skills to be developed. This guidelines document is designed to help CITO Partners to promote the CITO Skills Checkers in partner countries, and outlines the promotional materials provided.

CAMPAIGN STRATEGY

A campaign strategy for the Ireland test campaign has been provided, which outlines the campaign aims, target audiences, key messages, platforms to be used, and campaign initiatives. This strategy should be adapted to plan the promotional campaign in each partner country. We recommend that partners read through the campaign strategy to get a clear understanding of the CITO Skills Checker.

PRINT PACK

A print pack has been developed, containing materials which can be distributed to relevant stakeholders such as learning centres and adult education organisations.

What's included:

The print pack contains a range of print assets in multiple file formats, including editable design files and final artwork for:

- Brochure
- Posters
- Flyer

PRINT PACK

Brochure

Format: A5 (148 x 210 mm), 8 pages

The brochure is designed to be distributed to learning centres, and is **aimed at adult education staff**.

The editable design file can be updated to translate the information contained. 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. This file can be shared with learning centres by email, and should also be uploaded to the website.



PRINT PACK

Posters

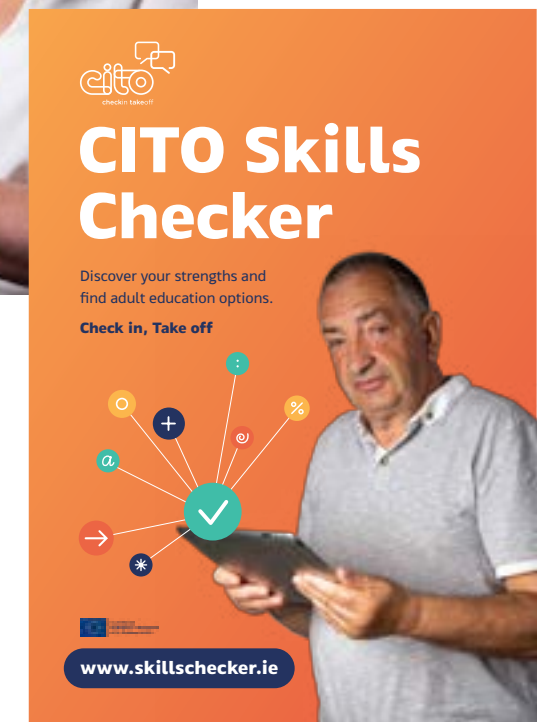
Format: A4 (210 x 297 mm) and A3 (297 x 420 mm)

The posters provided can be distributed to learning centres to allow them to promote the CITO Skills Checker within their learning centres, and are provided in multiple variations.

The design files can be edited to translate the information and update contact information where necessary.

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. This file can be shared with learning centres by email, and should also be uploaded to the website.



PRINT PACK

Flyer

Format: A5 (148 x 210 mm), double-sided

The flyer is **aimed at the target group and potential adult learners**, and can be distributed by learning centre staff among the target group. 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 send 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. This file can be shared with learning centres by email, and should also be uploaded to the website.



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
- Campaign Schedule
- Social Media Assets

SOCIAL PLATFORMS

CITO Skills Checker Facebook and Twitter accounts should be created for each partner country.

The handles and display names for the accounts should be 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.

The secondary hashtag should be used for content aimed at learning centres, professional organisations and stakeholders only.

Primary hashtag:

#CheckInTakeOff

Secondary hashtag:

#CITOprojectEU

CAMPAIGN SCHEDULE

A sample 3-week social media campaign schedule has been provided, which plans daily content to be released over the course of the campaign.

The campaign schedule outlines the message of each post, the target audience (especially where social advertising is concerned), the platform for the post, the post type (link, graphic, video) and the copy for each post, as well as the date to be posted.

SOCIAL MEDIA ASSETS

The social media assets provided are designed to be used to execute the campaign schedule, and promote the CITO Skills Checker on social media. You will be provided with design files for multiple social asset templates, as well as final artwork for English language graphics.

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

Statistic Graphics

These graphics can be used to communicate the impact of unmet literacy needs and the power of adult education, and should be adapted with country specific statistics.

Learning Centre Staff

These assets should be used for content aimed at learning centre staff.

General Promo Graphics

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

SOCIAL MEDIA ASSETS



Statistic Graphic examples



Learning Centre Staff Graphic examples



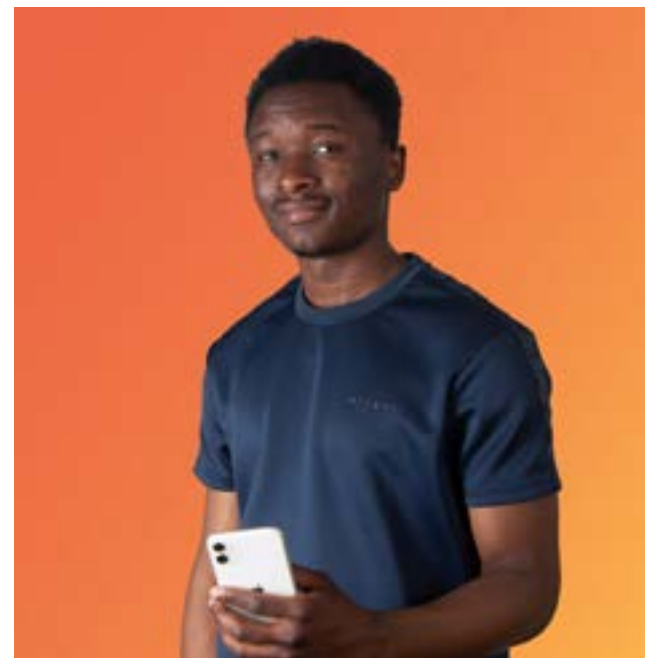
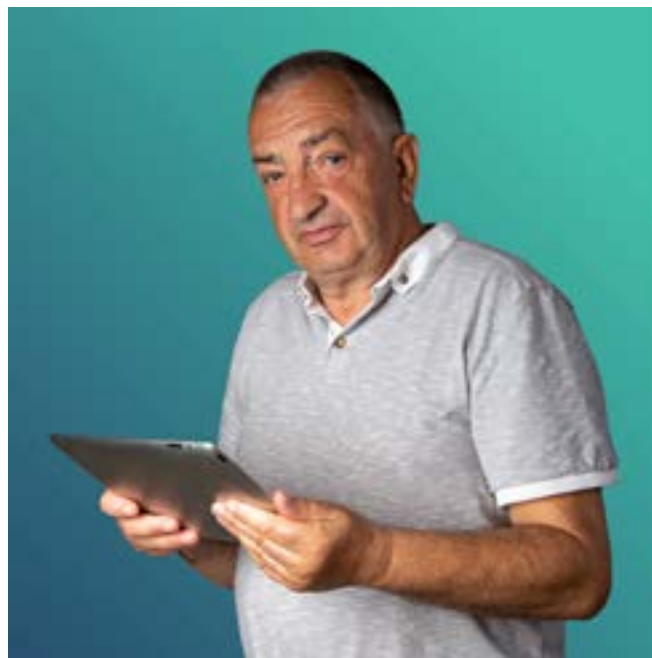
General Promo Graphic examples

PHOTOGRAPHY

Photography can be used to promote the CITO Skills Checker on social media and also in print materials. Photography should depict people of various backgrounds, shot against simple (brand colour) backdrops. Using images of real people, rather than stock images, means that the audience can better relate to the message being conveyed.

Photography of Irish learners is available for all partners to use. A photography moodboard is also supplied so that partners can produce photography featuring participants in their own countries, if preferred.

PHOTOGRAPHY



VIDEO

A video concept and scripts have been developed for the campaign videos. The campaign videos represent 3 different scenarios relevant to the target audiences and should be used to promote the CITO Skills Checker on social media.

The Irish versions of the videos will be available in August.

The provided concept and scripts are designed to allow you to create your own campaign video with a local production company.

VIDEO CONCEPT

The concept document outlines the required approach to production of the campaign videos, which must be followed when producing country specific campaign videos.

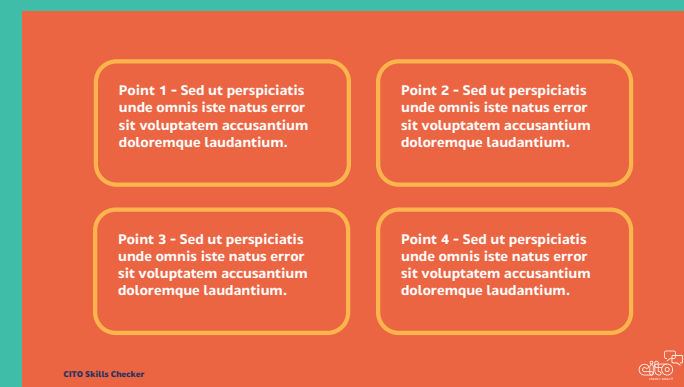
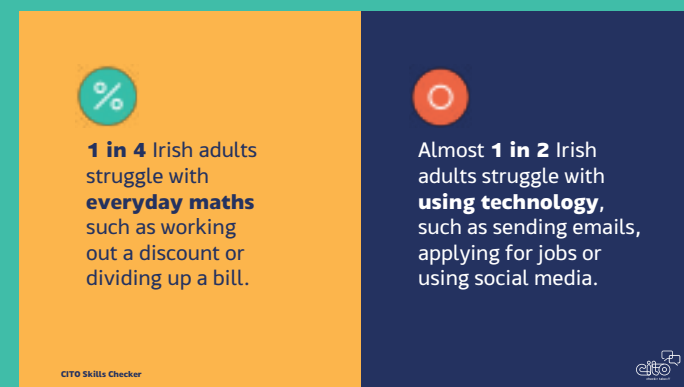
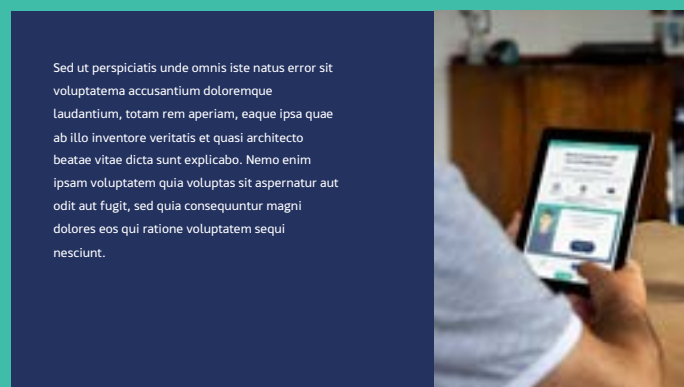
VIDEO SCRIPTS

The video scripts provide the plan for the visual and audio content of the campaign videos, and must be followed when producing country specific campaign videos.

POWERPOINT TEMPLATE

The branded PowerPoint template provided can be used to develop promotional presentations introducing the CITO Skills Checker to stakeholders and learning centres. 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, aimed at stakeholders and learning centre staff.





Thank you

For any further inquiries please contact:

Email: cito@gov.mt