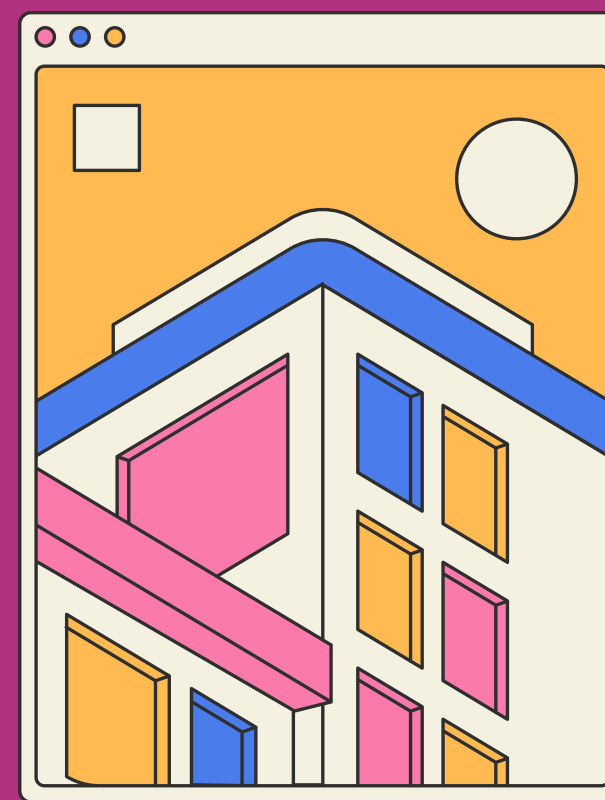
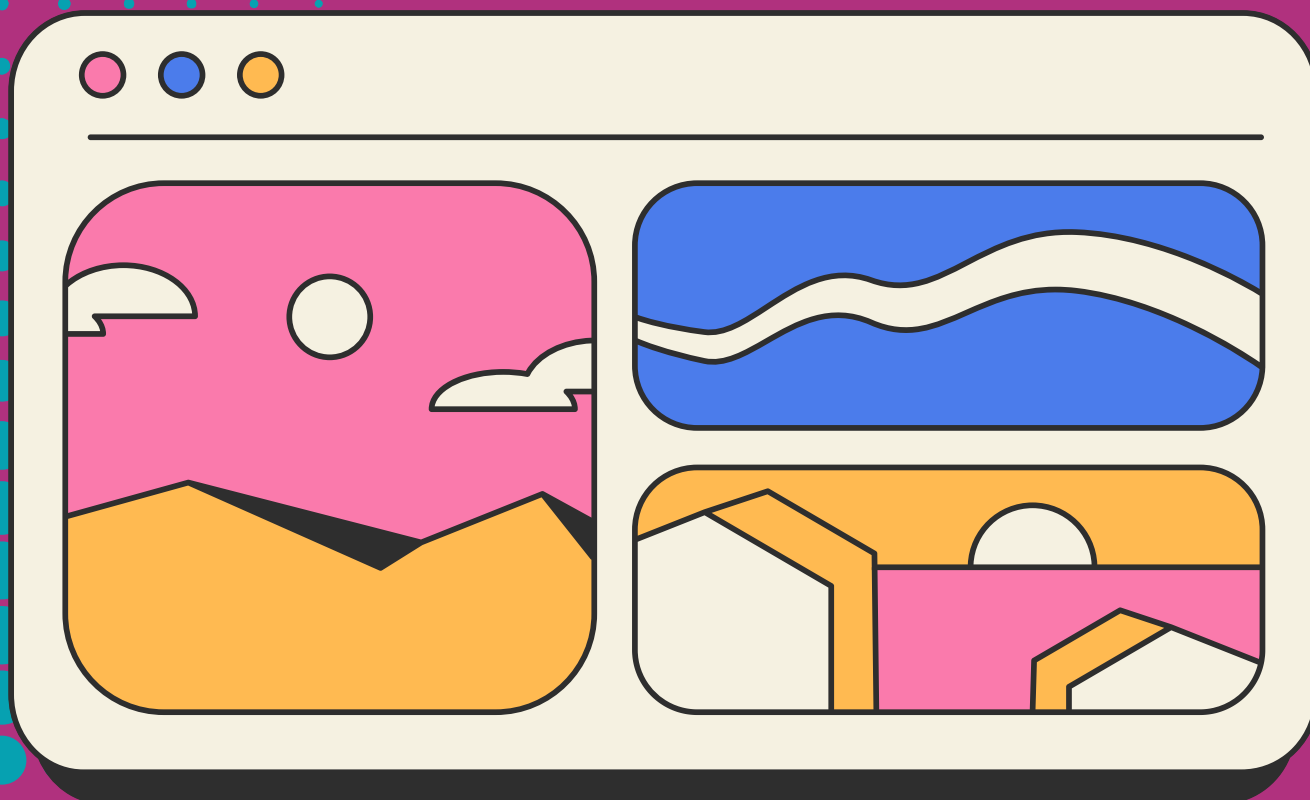




SCQF School Ambassador



Social media toolkit



Using Social Media as an SCQF School Ambassador

✓ Do:

- Be positive and professional when talking about SCQF.
- Use clear, appropriate language and correct spelling/grammar.
- Share accurate information about SCQF and its benefits.
- Use official SCQF hashtags and tag SCQFP's accounts.
- Include photographs

✗ Don't:

- Post anything offensive, inappropriate, or discriminatory.
- Share personal or confidential information.
- Use photographs of pupils who don't have photo permissions.
- Use copyrighted material without permission.

 **St. Columba's HS, Gourock** @_stcolumba · Mar 6

Thank you to all who joined us this evening to find out more about options & the wide and varied pathways open to our young people in the senior phase. Well done to our SCQF Ambassadors & special mention to Caitlin, Hollie & Neve for an excellent presentation 🌟
@SCQFPartnership



 **Mearns Castle High** @MearnsCastleHS · Mar 3

Last week, our SCQF Ambassadors met their peers from @HyndlandSec to discuss how they secured the Silver Award and use @SCQFPartnership to improve the curriculum of our schools. Well done, team!



 **DYW St Pauls** @dywstpauls · Mar 3

Senior SCQF Ambassadors in action again at the S2 Parents information evening again, spreading the word about opportunities, qualifications (new v old) and pathways, supporting S2 options. Great job everyone 🙌👏 #nowrongpath @SCQFPartnership



**School events –
such as parents
& carers night,
information
evenings**

**Behind the
scenes –
meetings,
event set-up,
training**

**Collaboration
with other
schools –
secondary or
primary**

What to post

Showcase your work and achievements as an SCQF Ambassador

**Introduce your
existing or new
Ambassadors**

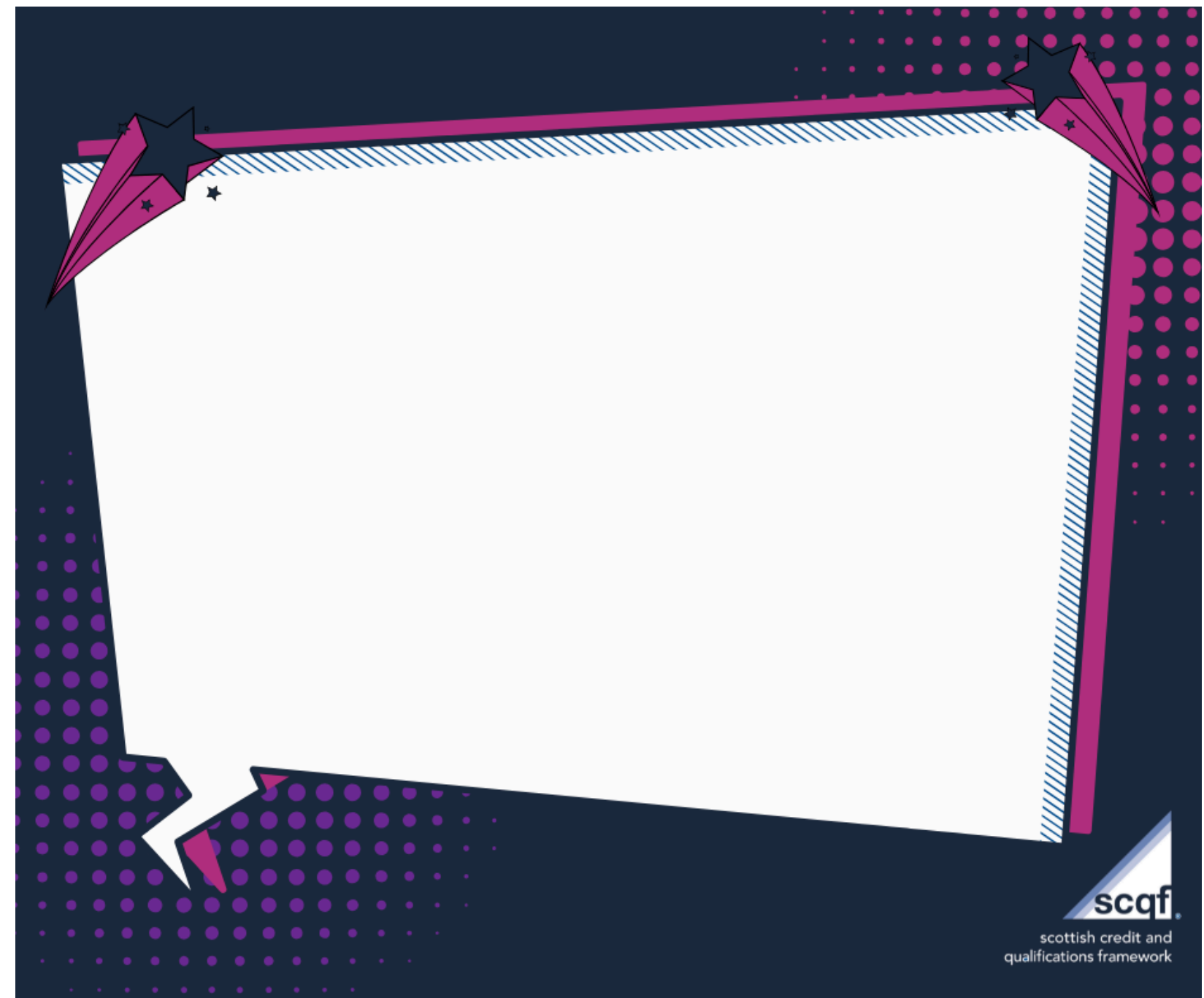
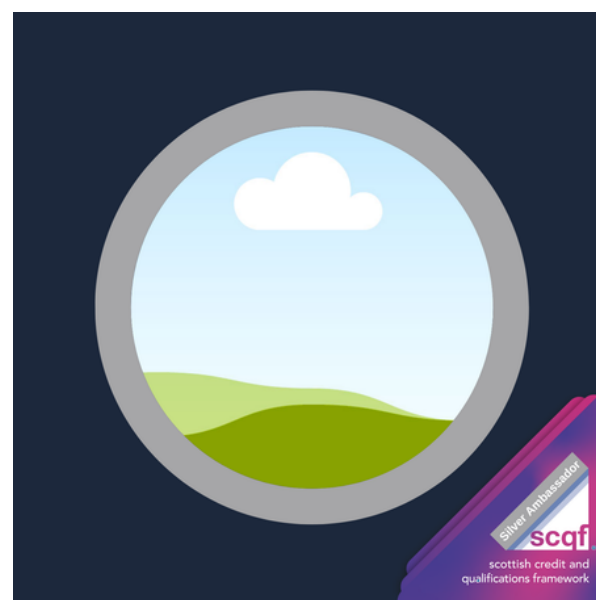
**Tips & advice on
understanding
the SCQF, levels
& subject choices**

**Your school's
journey to
bronze, silver
and gold**

**Launch of
a new
qualification**

Resources

**Social media profile
frame - use our Canva
template, or download**



**Event & photo template
- use our Canva
template, or download**

Handles & hashtags



**@scqfpartnership.
bsky.social**



@scqfp



@scqfpartnership



@scqfpartnership



@scqfpartnership1

Staying safe online

Your safety is a priority when posting online. Follow these tips:

- **Think before you post:** Once something is online, it's hard to remove.
- **Keep personal information private:** Avoid sharing full names, addresses, or contact details.
- **Respect others' privacy:** Get permission before posting photos or videos of others.
- **Use strong passwords:** Keep your accounts secure with unique passwords.
- **Be mindful of cyberbullying:** If you see or experience bullying, report it.
- **Know where to get help:** If unsure about a post, speak to a teacher.

