



**Oxme.info - Education
Employment and Training
communications toolkit**

Sept 2025

Oxme.info - Education Employment and Training toolkit 2025

Dear colleague

The Oxfordshire Education, Employment and Training (EET) Team support young people aged 16-18 (up to 25 with additional needs) who are out of learning or training.

All young people should be in learning until age 18. This could be at school, college, or work with training like an apprenticeship.

If they're not sure what to do, they can visit <https://oxme.info/NEET> to explore their options and access support with planning their next steps.

We would be grateful for your help in raising awareness of the oxme.info website and support available, among young people, their parents, and other adults who support them. To help you promote the service we have created this communications toolkit for you to use.

The toolkit below has suggested text for use in newsletters, website or on your own social media channels. These can be used in conjunction with the graphics, which can be downloaded from the 'Oxme.info – Education Employment and Training' folder on our [communications portal](#).

1. Newsletter / web page copy

For parents/carers

Support for young people 16+ unsure of their next steps.

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship.

If you know someone 16+ who's unsure of their next steps, visit <https://oxme.info/NEET> to explore their options and get support.

For young people 16+

16+? Not sure where you are learning or training this autumn?

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship.

If you're unsure about your next steps, visit <https://oxme.info/NEET> to get support and explore your options.

2. Social media posts and graphics

Suggested social media messages for you to post on your social media channels.
Download accompanying graphics [here](#)

Instagram

For parents/carers

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship. If you know someone 16+ who's unsure of their next steps, search 'OXME NEET' to find out more and explore their options and get support.

For young people 16+

16+? Not sure where you are learning or training this autumn?

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship.

If you're unsure about your next steps, search 'OXME NEET' to get support and explore your options.

Facebook

For parents/carers

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship.

If they're not sure what to do, they can visit <https://oxme.info/NEET> to explore their options and access support with planning their next steps.

For young people 16+

16+? Not sure where you are learning or training this autumn?

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship.

If you're unsure about your next steps, visit <https://oxme.info/NEET> to get support and explore your options.

X/Bluesky

For parents/carers

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship.

If you know someone 16+ who's unsure of their next steps, visit oxme.info/NEET to explore their options and get support.

For young people 16+

All young people need to stay in learning or training until age 18. This could be at school, college, or work with training like an apprenticeship.

If you're 16+ and unsure of your next steps, visit oxme.info/NEET to explore your options and get support.

Pages to tag in social posts

- Facebook: @oxmeinfo
- Twitter: @oxmeinfo
- Instagram: @oxmeinfo