



Oxme.info communications toolkit

July 2026

Dear colleague

This summer, we're running a short campaign to encourage early conversations about post 16 education, employment and training ahead of September.

Following GCSE exams, some young people may not yet have a clear next step, or may still be unsure about their options.

This campaign focuses on supporting earlier planning to help build confidence and reduce stress as results day approaches.

As a partner organisation, your support in reinforcing this message is key. Please feel free to use or adapt the suggested content below through your channels.

Communications toolkit

Resources available:

- Messages for social media
- Social media graphics – available in square and rectangle formats
- Copy for your newsletter or website

Pages to tag in social posts:

- Facebook: @oxmeinfo
- Instagram: @oxmeinfo

1. Social media posts and graphics

Posts for you to share on your social media channels.

[All graphics can be found here](#)

Targeting parents and supporting adults

Do you know a young person who is thinking about their next steps, looking for opportunities, or perhaps needs a little support?

<https://oxme.info> is the place to go for helpful information about next steps in education, work and training, opportunities and activities, as well as access to health and wellbeing services suitable for young people aged 11-18 (up to 25 with learning difficulties or disability).

Find out more at oxme.info - Everything for young people in Oxfordshire

OR

Now exams are finished, it's a great opportunity to have those "what next?" conversations at home.

Even if your child isn't sure yet, exploring their options early can help build confidence and reduce stress as results day approaches.

OXME is packed with local information, advice and support to help you guide them through their choices.

Find out more at oxme.info - Everything for young people in Oxfordshire

OR

They've worked hard through their GCSEs - now it's time to look ahead.
There are lots of options after Year 11, and it's not always easy to know what's right.
So whether they already have a plan or are still deciding, having the right information can make all the difference.

OXME offers trusted guidance on education, training, and careers to help you support their next step.

Explore the options together at <https://oxme.info>

For young people

Not sure what to do after GCSEs?

College, sixth form or apprenticeships - there is lots to choose from. OXME.info is the place to go for information and support for young people in Oxfordshire. Search OXME for more.

OR

Still feeling unsure about September? You're not alone.

Don't wait for results day to start planning.

OXME can help you find the right path for you.

Find out more at oxme.info - Everything for young people in Oxfordshire

2. Newsletter / email copy

For parents and supporting adults

Do you know a young person who is thinking about their next steps, looking for opportunities, or perhaps needs a little support?

Taking a little time now to look ahead can make results day feel much more manageable.

There are lots of options after Year 11, and it's not always easy to know what's right.
So whether they already have a plan or are still deciding, having the right information can make all the difference.

OXME is a helpful place to begin. It covers all the options available locally, with advice and support to guide conversations at home.

Find us online - oxme.info

Key message to reinforce in your comms

- Now is the time to start planning ahead for September
- It's normal not to have a clear plan yet
- Exploring options early can reduce stress later
- OXME can provide trusted, local support and guidance