



Cabinet Office

GOV.UK and digital elements of comms campaigns

Version 1.0

Issued: 12th December 2012

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2. Digital campaign toolkit
3. Deciding which tools to use
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GOV.UK is the new
home for Government
information and
services

GOV.UK will be a key piece of government owned media and will clearly have a role in government campaigns

Digital delivery is not the
same as GOV.UK
delivery - the whole
internet should be our
canvas

And GDS is not a digital
marketing hub

Digital Campaign Toolkit

Most campaign needs will be met by a combination of links to GOV.UK, campaign landing pages and social media.

The choice of platform
should be based on
evidence that supports
the approach

Campaign activity

Social Media

Promote existing GOV.UK page using a short URL

Campaign landing page on GOV.UK

Department pages - Inside Government

Published on partner platforms, not on GOV.UK

Dedicated campaign website not on GOV.UK

Examples

Social Media

facebook

Search for people, places and things

James Thornett Home

Create A Page

Now
June
2012
Joined Facebook



National Citizen Service (NCS)

7,920 likes · 944 talking about this

Like

Non-profit organisation
Want to meet new people and learn new skills? Want to make a difference to your community? Get Involved with NCS.

About

Photos

Register Now!

Film competition

NCS Youtube channel

Highlights

Post Photo / Video

Write something...

National Citizen Service (NCS)

3 hours ago

Cool fact - yesterday 3,875 people set out on the first day of their NCS adventure! Click 'Like' if you are (or wish you were) one of them!

Like · Comment · Share

29 people like this.

View all 5 comments

Thomas Harper - lame joke

2 Friends

Like National Citizen Service (NCS)



Recent Posts by Others on National Citizen Service (NCS)

See all

Uzma Khan

were do you login anyone who knows comment back please

13 minutes ago

Aisha Mj Hussain

Anyone going from Leeds on the 28th July, I'm going alone :/

52 minutes ago

Abbigail Isbell

Sponsored

Create an advert

RESHAPE FITNESS RETREATS



A fitness holiday in Southern Thailand to relax, reshape and revitalise your body.

Like · 50 people like this.

Must Be 18+ To Play



Build a base, assemble a pirate fleet, and dominate the map. BATTLE PIRATES. Play Now!

GDS

Wednesday, 12 December 12

Promote existing GOV.UK page using a short URL

www.gov.uk/homeownership

The screenshot shows a web browser window with the address bar displaying <https://www.gov.uk/affordable-home-ownership-schemes/overview>. The GOV.UK logo and 'BETA' tag are visible in the top navigation bar, along with links for Settings, Help, and Feedback. A search bar is also present. The main content area is titled 'Guide Home ownership schemes' and features a sidebar with a table of contents. The 'Overview' section is selected and expanded, showing an introduction to home ownership schemes and a list of three types: equity loans, shared ownership, and NewBuy. The page also includes a 'Related topics' sidebar with links to Council housing, Housing association homes, and Right to Buy, and a 'More from the Housing section' link.

Home > Housing

Guide

Home ownership schemes

Part 1 Overview	<p>Part 1 Overview</p> <p>If you live in England and can't afford to buy a home, you may be able to get some financial help through a home ownership scheme.</p> <p>There are 3 types of scheme:</p> <ul style="list-style-type: none">• equity loans (eg FirstBuy or HomeBuy Direct)• shared ownership (eg HomeBuy, known as First Steps in London)• NewBuy (for newly built homes) <p>To find out more about equity loans and shared ownership schemes contact the HomeBuy agent in the area you want to live.</p> <p>The Welsh government and Scottish government have information on affordable home ownership schemes in Wales and Scotland.</p>
Part 2 Equity loans	
Part 3 Shared ownership schemes	
Part 4 NewBuy	


Related topics

- [Council housing](#)
- [Housing association homes](#)
- [Right to Buy](#)

[More from the Housing section](#)


Campaign landing page on GOV.UK

www.gov.uk/workplacepensions


 GOV.UK BETA

Settings Help Feedback

Search


Department
for Work &
Pensions

Automatic enrolment into a workplace pension



Find out more

[Individuals](#)

[Employers](#)

Workplace pensions — what it means for you

Starting from October 2012, millions of workers will be enrolled into a workplace pension. Your employer and the government will also pay into it - making it a hassle-free way of saving while you earn - and, when you retire, it will give you more to live on than just your State Pension.

Your employer will enrol you automatically, with people from larger employers being enrolled first, but you're totally free to opt out if you want to.

Want to know more? [Read our guide to workplace pensions](#).
You could also take a [look at the case studies](#).

Not what you were looking for?

More on pensions

[State Pension: qualifying and claiming](#)

[Additional State Pension](#)

[Pension Credit calculator](#)

[Find a lost pension](#)

[Help](#) [Cookies](#)

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Department pages - Inside Government

THINK! Road Safety Resources

A range of THINK! road safety materials is available for the public, for schools and other groups, and for road safety professionals.

The THINK! Shop



A full range of THINK! leaflets and posters can be ordered and delivered free of charge to GB and BFPO addresses.

[Visit the THINK! shop](#)

THINK! Educational Resources



The THINK! Education Primary and Secondary websites support teachers, parents and pupils. You can find teaching ideas, curriculum links, activities, worksheets and more.

[Visit the THINK! Education Early Years and Primary website](#)

[Visit the THINK! Education Secondary website](#)

Resources for students

Students can see the latest THINK! adverts on each of the campaign pages of this website.

Further information about campaign development and evaluation is available in the research area of the THINK! Road safety professionals website.

[THINK! research](#)

THINK! for road safety professionals



THINK! works with road safety professionals to encourage road-users to adopt safer behaviour on our roads. These professionals include road safety officers, the police, fire service and armed forces, and driving

You are here: [DfT home](#) > [Transport topics](#) > [Road safety](#)

Road safety

Driver safety



Improving the safety of drivers, including young and old drivers and people who drive for work.

Rider safety



Improving the safety of motorcyclists, cyclists and horse riders.

Pedestrian safety



Improving the safety of pedestrians.

Child and teenager road safety



Reducing the number of children killed or seriously injured in road accidents.

Drink and drug driving



Reducing incidents of drink and drug driving.

THINK! resources for road safety professionals

Working with effective local

[Using THINK!](#)

[THINK! research](#)

Share this: [Google+](#) [Facebook](#) [Twitter](#) [Email](#) [Print](#)

See also...

- Road safety research and statistical reports
- Road accidents and safety statistics
- Road Safety Partnership Grant programme
- Strategic framework for road safety
- Post legislative assessment of the Road Safety Act 2006

THINK! road safety campaigns

- Drink driving
- Drug driving
- Fatigue
- Horse sense
- Mobile phones
- Motorcycling
- Seatbelts
- Speed
- Tales of the road

Archived data

This website is being redeveloped.

Older content is available through:

- [DfT web archive](#)

You are here: [DfT home](#) > [Transport topics](#) > [Road safety](#) > [THINK! resources for road safety professionals](#)

- Transport topics
- Road safety
- THINK! resources for road safety professionals
- THINK! glossary of research terms
- THINK! shop for road safety professionals
- Using THINK! adverts

THINK! resources for road safety professionals

The THINK! team works in partnership with road safety officers, emergency services, the armed services, driving instructors and other road safety professionals to deliver effective local road safety campaigns.

- Changes to THINK! website
- National road safety communications activity calendar
- THINK! shop for road safety professionals
- THINK! education road safety professionals toolkit
- THINK! brand guidelines
- Using THINK! adverts
- THINK! research
- THINK! glossary of research terms
- THINK! exhibition display stands

THINK! campaign information

- THINK! drink driving
- THINK! drug driving
- THINK! fatigue
- THINK! mobile phones
- THINK! motorcycling
- THINK! seatbelts
- THINK! speed

Share this: [Google+](#) [Facebook](#) [Twitter](#) [Email](#) [Print](#)

See also...

THINK! road safety campaigns

- Drink driving
- Drug driving
- Fatigue
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- Mobile phones
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- Seatbelts
- Speed
- Tales of the road

Archived data

This website is being redeveloped.


Older content is available through:

- [DfT web archive](#)
- [UK Government web archive](#)

Published on partner platforms, not on GOV.UK

CHANNEL 4 | 4SEVEN | FILM4 | MORE4 | E4 | 4MUSIC | 4oD | PARALYMPICS

SIGN IN | REGISTER | WHY REGISTER? | COOKIES



HOME | TV LISTINGS | PROGRAMMES | WATCH 4oD

Search

Go

SCRAPBOOK

NEWS

APPS

University

Make your future happen

Directgov

HOME

CAN I AFFORD UNIVERSITY?

WHICH COURSE IS FOR ME?

VIDEO LOUNGE


The benefits of higher education


Unless you've been burying your head ostrich-like for the past few months, you'll be aware that there are changes being made to the student finance system. It's likely that the increase in fees from September 2012 has made you question whether university is for you or whether it might be more beneficial for you to find a job straight after school.

Here we explore the benefits of having a degree on your CV and give you the lowdown on student finance to help you make the decision that's right for you. For more information, [click here](#)

Like


125 people like this. Be the first of your friends.





Quiz

Not sure if you're a student or not?




Repayment calculator


Yours. Find out how much you'll have to pay back.

Videos

Testimonials



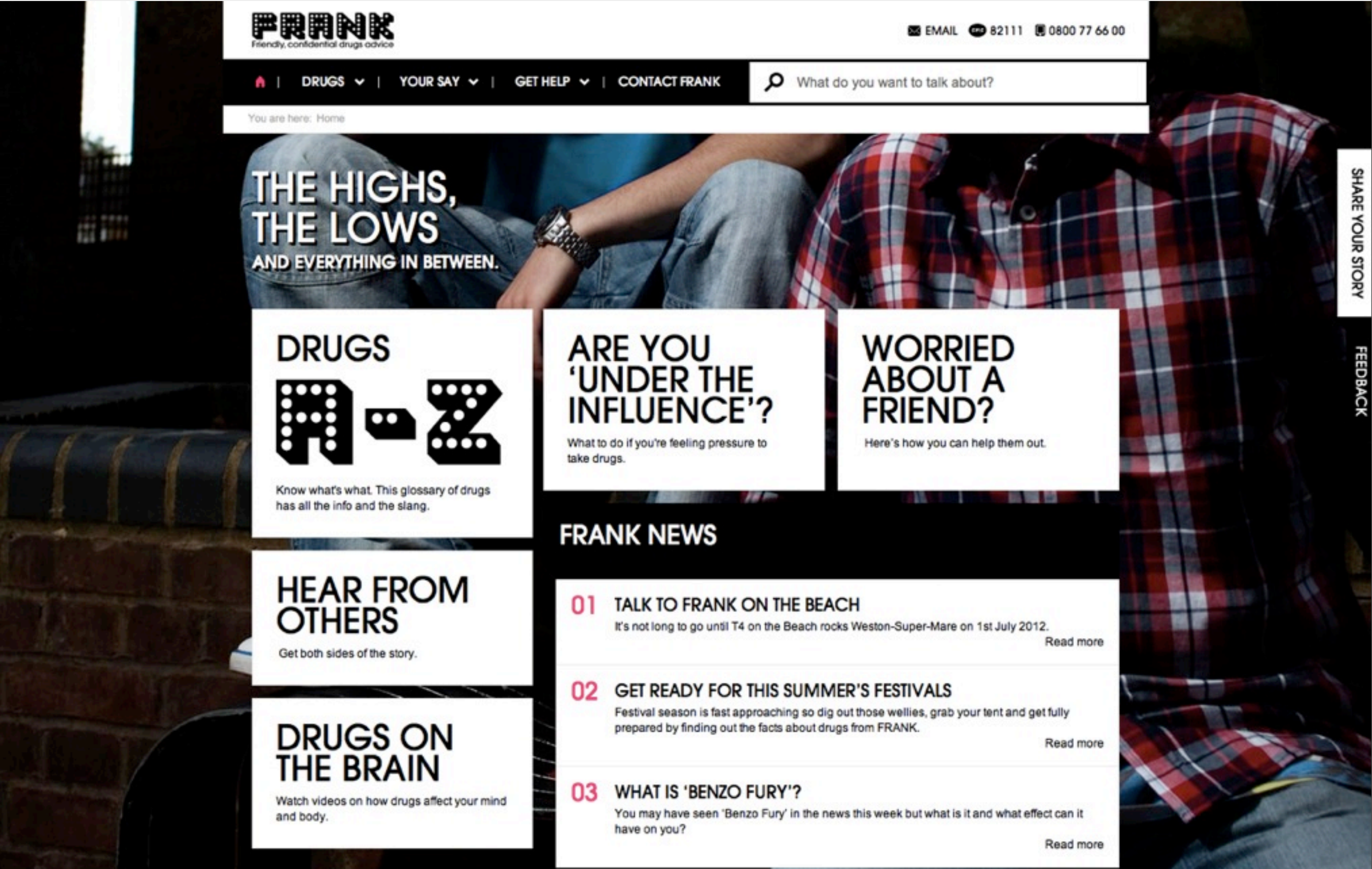
Channel 4



Useful links

For your ultimate guide on 2012/13 student finance

Dedicated campaign website not on GOV.UK



Deciding which digital tools to use in a campaign

Campaign activity	Guidance and principles for usage
Social Media	<ul style="list-style-type: none">• Must be in line with department's social media policy• If Government spend on campaign is greater than 100k requires Cabinet Office approval
Promote existing GOV.UK page using a short URL	<ul style="list-style-type: none">• The user need must be met on GOV.UK
Campaign landing page on GOV.UK	<ul style="list-style-type: none">• The user need, or needs, is/are met on GOV.UK• Specific imagery or branding approved for digital use
Department pages - Inside Government	<ul style="list-style-type: none">• Must be in line with department's digital strategy
Published on partner platforms, not on GOV.UK	<ul style="list-style-type: none">• The user need is better addressed off of GOV.UK• Digital Leaders sign-off required (via ERG process)• If Government spend on campaign is greater than 100k requires Cabinet Office approval
Dedicated campaign website not on GOV.UK	<ul style="list-style-type: none">• The user need is better addressed off of GOV.UK• Digital Leaders sign-off required (via ERG process)• If Government spend on campaign is greater than 100k requires Cabinet Office approval

Approval process for digital elements of a campaign

Campaign Proposal

If Government spend on campaign is greater than 100k

Cabinet Office

Submitted to Cabinet Office Marketing & Advertising using Exemption Request Form (ERF)

Proposals reviewed every 3 weeks by Cabinet Office Marketing & Advertising Group

Government Digital Service

Digital elements of proposal reviewed by GDS (and Digital Leaders if required*). Recommendations made to Cabinet Office

Minister Cabinet Office approval?

N

Y

Proposal not approved

Is a Campaign Landing Page or short URL required?

N

Y

Proposal approved.
No GDS development.

Campaign owner to submit production ready text and images to GDS (Instructions will be provided)

Proposal approved.
GDS development required

* Review by digital leaders is required for creating a new, dedicated website

Campaign Proposal

If Government spend on campaign is less than 100k

Submitted by an approved government requestor at:
<https://www.gov.uk/support/internal>

Government Digital Service

Digital elements of proposal reviewed by GDS (and Digital Leaders if required*).

GDS and Digital Leaders approval (if required)

N

Y

Proposal not approved

Is a Campaign Landing Page or short URL required?

N

Y

**Proposal approved.
No GDS development.**

Campaign owner to submit production ready text and images to GDS (Instructions will be provided)

**Proposal approved.
GDS development required**

* Review by digital leaders is required for creating a new, dedicated website

Digital elements of a
proposed (over 100k)
campaign should form
part of ERG exemption
bid

Campaign Landing Page

Automatic enrolment into a workplace pension



Workplace pensions — what it means for you

Starting from October 2012, millions of workers will be enrolled into a workplace pension. Your employer and the government will also pay into it - making it a hassle-free way of saving while you earn - and, when you retire, it will give you more to live on than just your State Pension.

Your employer will enrol you automatically, with people from larger employers being enrolled first, but you're totally free to opt out if you want to.

Want to know more? [Read our guide to workplace pensions.](#)
You could also take a [look at the case studies](#) .

Not what you were looking for?

More on pensions

[State Pension: qualifying and claiming](#)

[Additional State Pension](#)

[Pension Credit calculator](#)

Specifications

- Promotional URL of the form www.gov.uk/
<campaignname>
- Single department logo - any additional logos will need to be within main image
- All images and text to be supplied to GDS at least 3 weeks before the launch date of the campaign

Specifications

- Text required
 - Title: Appears at the top of the page
 - Sub-heading: Appears underneath the image
 - Description: Maximum 100 words
 - Find out more links: No more than 3 links which appear in the Find Out More box overlaying the image.
 - Additional links: No more than 3 links which appear underneath the description. These must not duplicate any of the links in the Find Out More box.
 - Note: Links are not restricted to only GOV.UK pages

Specifications

- Images required
 - show position of find out more box... nothing vertically above in case of extra links
 - Images to be supplied in .jpg format. A .psd layers file would also be beneficial
 - The promo image is required in the following pixel sizes:
 - 960 x 300 (No important features can appear further than 655 pixels from the left of this image as space is required for the Find Out More box)
 - 768 x 566
 - 320 x 236
 - 608 x 341 (for promotion on GOV.UK homepage)

[Home](#)

The campaign title goes here and can span two lines



Government
Department
Name

Find out more box is
approximately 600px
from left edge of
960x300px image.

This area of the 960x300px image should
be left relatively clear to give space to the
Find out more box below.

960 x 300

Find out more

[Link #1](#)

[Link #2](#)

[External Link #3](#) 

The Find out more box can contain up to six links.

The campaign sub-heading goes here

Some description of the campaign goes here.

You should use the [Government Digital Service](#)  [content principles](#) for guidance.

Some more description of the campaign goes here.

And a final closing description goes here.

- [Relevant campaign link #1](#)
- [Relevant campaign link #2](#)
- [External relevant campaign link #3](#) 

Explore GOV.UK

[Driving, transport and travel](#)

[Businesses and self-employed](#)

[Education and learning](#)

[Housing and local services](#)

[Money and tax](#)

[Disabled people](#)

[Benefits](#)

[Employing people](#)

[Working, jobs and pensions](#)

[Crime, justice and the law](#)

[Births, deaths, marriages and care](#)

[Citizenship and life in the UK](#)

Inside Government

[How government works](#)

[Departments](#)

[Topics](#)

[Policies](#)

[Publications](#)

[Announcements](#)

[Home](#)

The campaign title goes here and can span two lines



Government
Department
Name

768 x 566

Find out more

[Link #1](#)

[Link #2](#)

[External Link #3](#) 

The campaign sub-heading goes here

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- [External relevant campaign link #3](#) 

Explore GOV.UK

[Driving, transport and travel](#)

[Benefits](#)

[Businesses and self-employed](#)

[Employing people](#)

[Education and learning](#)

[Home](#)

The campaign title goes here and can span two lines



Government
Department
Name

320 x 236

Find out more

[Link #1](#)

[Link #2](#)

[External Link #3](#) 

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- [Relevant campaign link #2](#)
- [External relevant campaign link #3](#) 

Explore GOV.UK

[Driving, transport and travel](#)

[Benefits](#)

GDS

Promotional navigation

GOV.UK is structured around identifying and meeting specific user needs – we should not interrupt or distract users from achieving their needs.

However, there will be places on GOV.UK where campaign spaces will be appropriate, for example, on the home page, search pages, “golden pages” (the final page on a transactional service), etc.

We call this ‘promotional navigation’



Cabinet Office

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