Cabinet Office

GOV.UK and digital elements of comms campaigns

Version 1.0
Issued: 12th December 2012

GDS

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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

GDS

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

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Promote existing GOV.UK page using a short URL

www.gov.uk/homeownership

www.gov.uk https://www.gov.uk/affordable-home-ownership-schemes/overview gov.uk

GOV.UK BETA Settings Help Feedback Search

Home > Housing

Guide

Home ownership schemes

Part 1
Overview

Part 2
Equity loans

Part 3
Shared ownership schemes

Part 4
NewBuy

Part 1
Overview

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.

There are 3 types of scheme:

- equity loans (eg FirstBuy or HomeBuy Direct)
- shared ownership (eg HomeBuy, known as First Steps in London)
- NewBuy (for newly built homes)

To find out more about equity loans and shared ownership schemes contact the HomeBuy agent in the area you want to live.

The Welsh government and Scottish government have information on affordable home ownership schemes in Wales and Scotland.

Related topics

Council housing

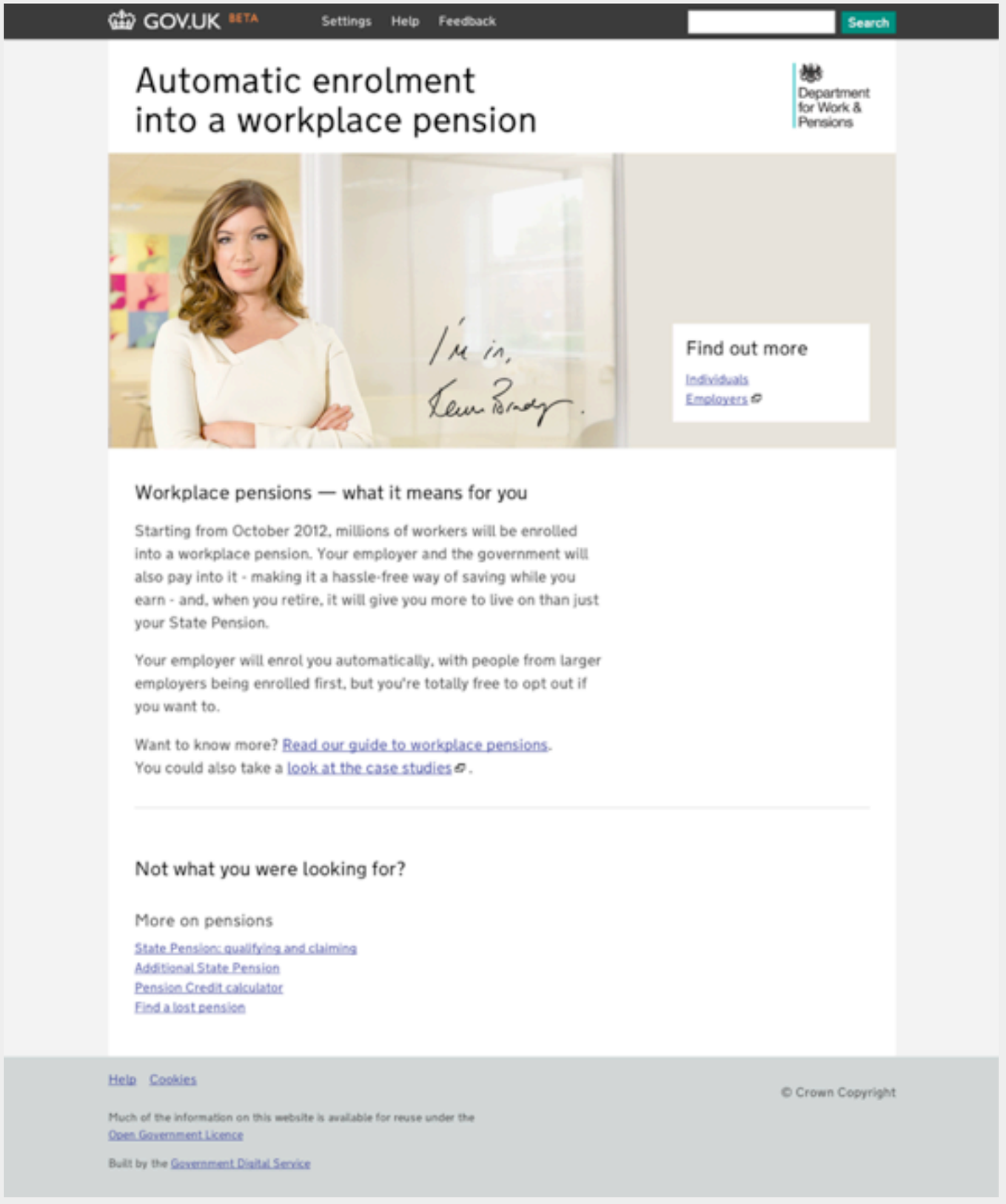
Housing association homes

Right to Buy

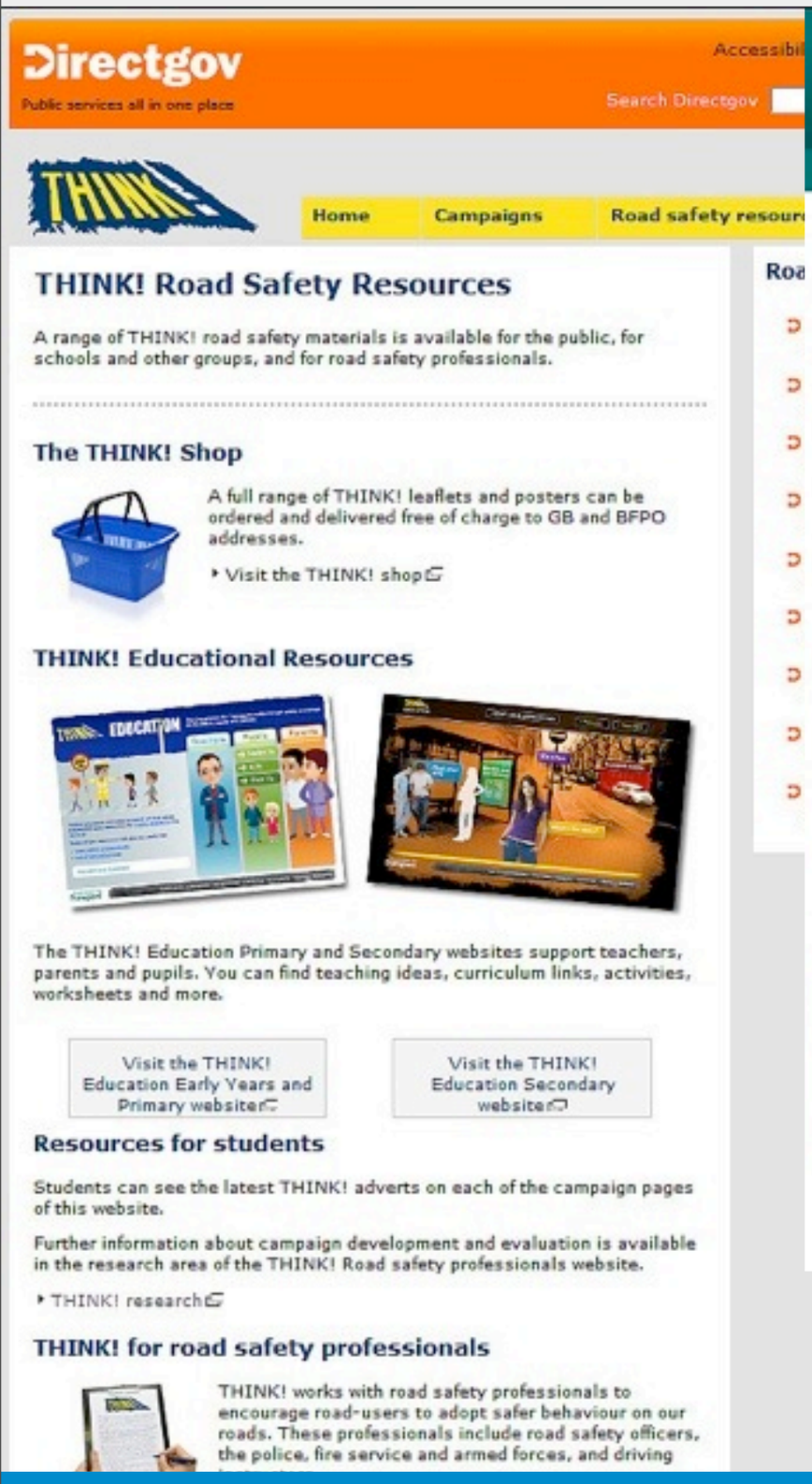
More from the **Housing** section

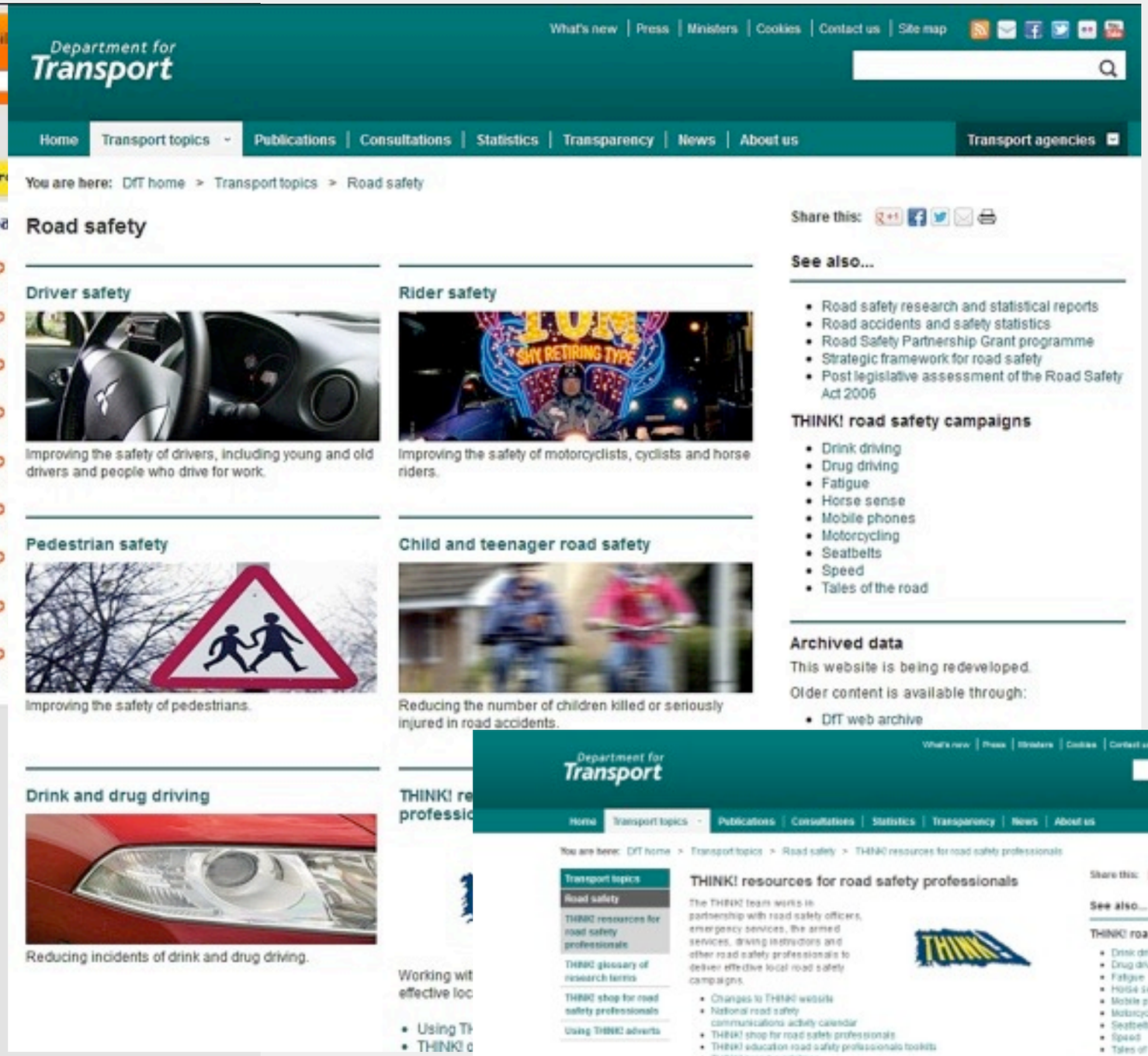
Campaign landing page on GOV.UK

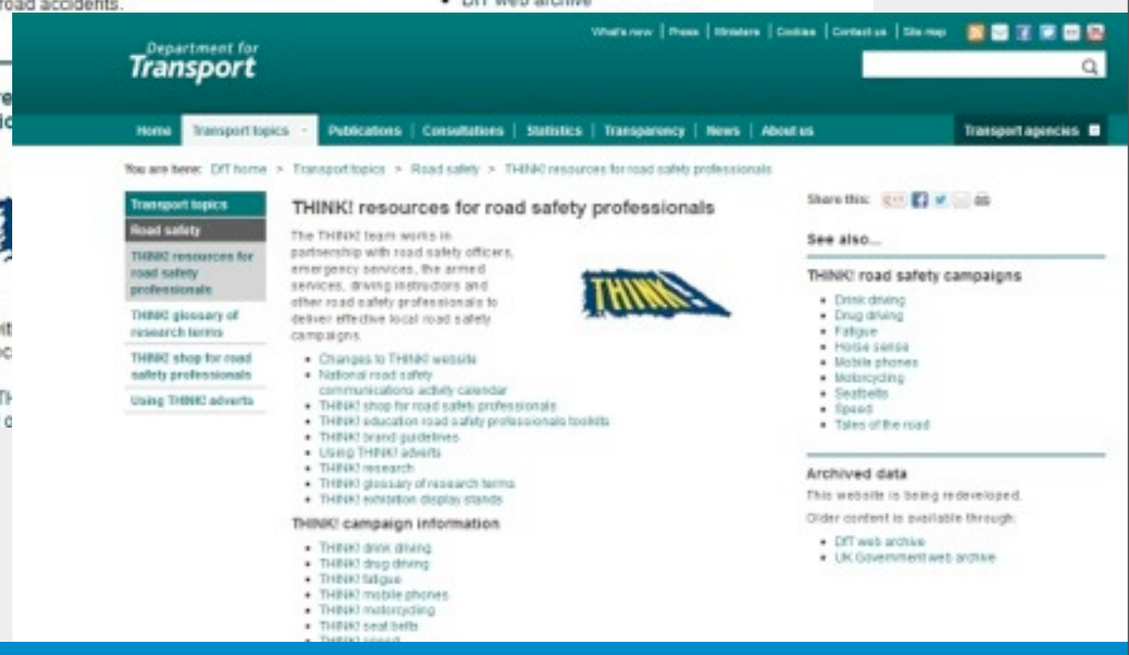
www.gov.uk/workplacepensions



Department pages - Inside Government

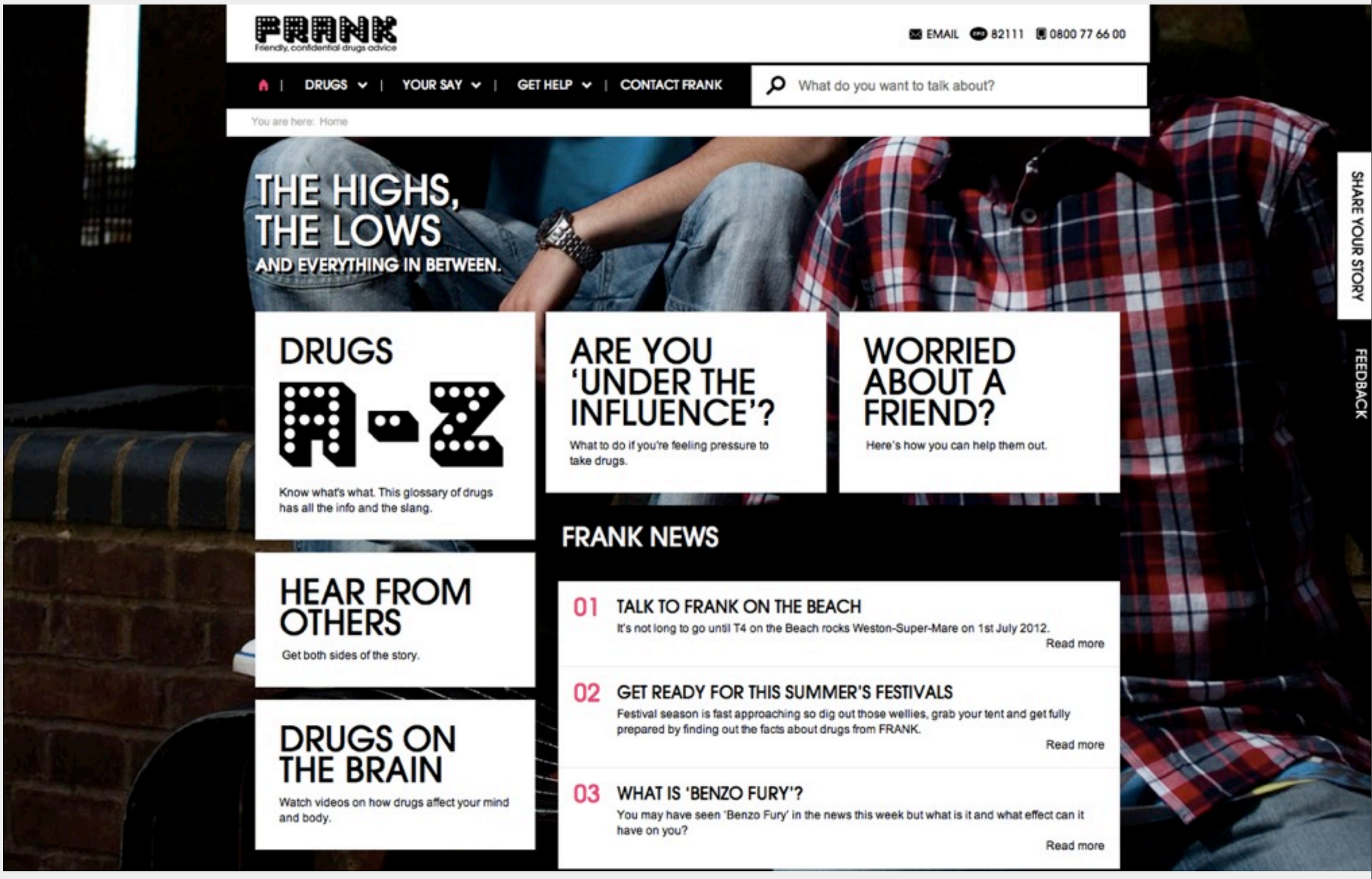






Published on partner platforms, not on GOV.UK

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	• 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	• The user need must be met on GOV.UK
Campaign landing page on GOV.UK	• The user need, or needs, is/are met on GOV.UK • Specific imagery or branding approved for digital use
Department pages - Inside Government	• Must be in line with department's digital strategy
Published on partner platforms, not on GOV.UK	• 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	• 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

Proposal not approved

Y

Is a Campaign Landing Page or short URL required?

N

Proposal approved. No GDS development.

Y

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

GOV.UK BETA Settings Help Feedback Search

Automatic enrolment into a workplace pension

Department for Work & Pensions

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

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)

GOV.UK

Search

Home

The campaign title goes here and can span two lines

Government Department Name

Find out more box is approximately 655px from left edge of 960x300px image.

960 x 300

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

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

GOV.UK

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

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Explore GOV.UK

Driving, transport, and travel
Benefits
Businesses and self-employed
Employing people
Education and learning

GOV.UK

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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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
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’

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