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**Targeted Youth Support Service  
communications toolkit for  
schools**

February 2025

# Targeted Youth Support Service toolkit

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We're committed to delivering positive futures for young people and would appreciate your help in promoting our Targeted Youth Support Service (TYSS) which works with young people in Oxfordshire at times of difficulty, to help them develop healthy relationships, build life skills and reach their potential.

If you know a young person who is feeling isolated, or struggling with emotions and friendships, TYSS can:

- help stop things from getting worse for them.
- support them to build life skills.
- help them develop healthy relationships.
- help them make decision that are right for them.

## Communications toolkit

This toolkit is here to help share information about the Oxfordshire TYSS. We would appreciate your support with promoting this valuable service.

### Overall aims:

- To raise awareness of the service
- To raise awareness to young people that they can self-refer
- To raise awareness to parents and supporting adults that they can refer a young person, with their consent

### Suggested comms channels:

- Poster
- Flyer
- Social media platforms (e.g. Facebook, X, LinkedIn, Instagram)
- Newsletter
- Website
- Video for school screens

### Resources available:

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

# 1. Poster and flyer

## Poster and flyer for young people:



If you would like to display a poster, you can download one from our [communications portal](#) or email [tyss@oxfordshire.gov.uk](mailto:tyss@oxfordshire.gov.uk)

## 2. Social media posts

Posts for you to share on your social media channels.

### Pages to tag:

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

### For parents and supporting adults:

Below is some suggested text aimed at parents/ supporting adults.

#### **Facebook post**

Do you know a young person who needs a helping hand?

The Oxfordshire Targeted Youth Support Service can support them through life's challenges and help them reach their potential.

Working with a young person they can help them to build life skills, develop healthy relationships, and make decisions that are right for them.

Find out more about the service, including how young people can refer themselves:  
<https://oxme.info/tyss>

### **Instagram**

Do you know a young person who needs a helping hand?

The Oxfordshire Targeted Youth Support Service can support them through life's challenges and help them reach their potential.

Working with a young person they can help them to build life skills, develop healthy relationships, and make decisions that are right for them.

Find out more about the service, including how young people can refer themselves - search 'Targeted Youth Support Service' on [oxme.info](https://oxme.info)

### **Twitter post**

The Oxfordshire Targeted Youth Support Service supports young people through life's challenges - working with them to build life skills, develop healthy relationships and helping them reach their potential.

Could they support a young person you know?

<https://oxme.info/tyss>

### **Posts for young people:**

Below is some suggested text aimed at young people.

#### **Instagram**

At times we all need a little support. Whether it's help through life's challenges or taking the next step towards your future - the Oxfordshire Targeted Youth Support Service is here for you.

Working together we can support you to build life skills, develop healthy relationships, make decisions that are right for you and help you reach your potential.

Find out how we could support you - search 'Targeted Youth Support Service' on [oxme.info](https://oxme.info)

## Graphics for social media

All graphics can be found [here](#)

There are two main sets of graphics. One to accompany messaging aimed at parents/supporting adults. The other set of graphics should be used with messaging aimed at young people.

### To accompany messaging for parents and supporting adults



### To accompany messaging for young people



In the folder you will find the following sizes.

- Square 1080 x 1080 – for use on Facebook, Instagram, X, Bluesky and LinkedIn
- Landscape 1920 x 1080 – for use on digital screens
- Portrait 1080 x 1920 – for use on Instagram stories, Facebook reels, Snapchat

## 3.Copy

### For parents and supporting adults

Oxfordshire Targeted Youth Support Service (TYSS) is there to support young people through life's challenges and help them reach their potential.

Working with a young person they can support them to build life skills, develop healthy relationships and to make decisions that are right for them.

They work with young people individually or in small groups, focusing on particular difficulties through adolescence such as wellbeing, young people on the edge of the criminal justice system, and those finding it difficult to engage with other support around them. Groups are focused, time limited and available in school and community settings.

They can also work with you to access other support services and provide signposting information.

Find out more about the service <https://oxme.info/tyss>

## **For young people**

There are times when we all need a little support. Whether it's help through life's challenges or taking the next step towards your future - the Oxfordshire Targeted Youth Support Service is here for you.

Working together we can support you to build life skills, develop healthy relationships, make decisions that are right for you and help you reach your potential.

We work with young people aged 11 to 18 (up to 25 if you have an Education, Health and Care plan or have been part of Children We Care For). Your involvement with the service is voluntary, meaning you can opt out at any time if you change your mind.

Find out how we could support you <https://oxme.info/tyss>