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Introduction to Unifrog: Parent Information



What is Unifrog?

Unifrog is an online platform designed to support young people to make informed decisions about their futures.

Unifrog partner with schools to provide a range of online tools and lessons to help students explore their interests, find their best next step, and apply successfully.

The online platform is suitable for all students from Year 7 all the way up to Year 13 and beyond.

Here are some of the tools suitable for each year group, and some of the opportunities available to Year 10 students.



Quizzes

Skills profile

✖ Quiz not taken



Quiz profile

✖ 0 of 4 quizzes complete



Exploring

Careers library

✖ Careers favoured



Subjects library

✖ Subjects favoured



Know-how library

✖ Guides favoured



Courses

✔ 5 courses added, 0 completed



Recording

Activities

✖ Recorded at least 10



Skills

✖ Completed all 12



Interactions

✖ Missing 6 Interaction types



Placements

✖ No placements added



Materials

CV / Resumé

✖ Write CVs tailored for each roles



Searching

No tools in this category are tailored to you this year - click 'All tools' to see everything

Connecting

No tools in this category are tailored to you this year - click 'All tools' to see everything

Applying

Post 16 Intentions

✖ Plan A and Plan B complete



Quizzes

Work environments profile >
✖ Quiz not taken

Quiz profile >
✖ 0 of 4 quizzes complete

Exploring

Careers library >
✖ Careers favourited

Subjects library >
✖ Subjects favourited

Know-how library >
✖ Guides favourited

Uni & Employer library >
✖ Profiles favourited

Courses >
✔ 5 courses added, 0 completed

Recording

Activities >
✖ Recorded at least 10

Skills >
✖ Completed all 12

Interactions >
✖ Missing 6 Interaction types

Placements >
✖ No placements added

Materials

CV / Resumé >
✖ Write CVs tailored for each roles

Searching

UK universities >
0 shortlists

Apprenticeships >
0 shortlists

College / Sixth Form >
0 shortlists

Connecting

No tools in this category are tailored to you this year - click 'All tools' to see everything

Applying

Post 16 Intentions >
✖ Plan A and Plan B complete

Skills profile

* Quiz not taken



Activities

* Recorded at least 10



UK universities

0 shortlists



Quiz profile

* 0 of 4 quizzes complete



Skills

* Completed all 12



European universities

0 shortlists



Exploring

Interactions

* Missing 6 Interaction types



Oxbridge

0 shortlists



Careers library

* Careers favoured



Academics

* No Classes selected



Apprenticeships

0 shortlists



Subjects library

* Subjects favoured



Placements

* No placements added



College / Sixth Form

0 shortlists



Know-how library

* Guides favoured



Materials

Irish universities

0 shortlists



Uni & Employer library

* Profiles favoured



UK personal statement

* Subject added



Connecting

Courses

✓ 5 courses added, 0 completed



Subject References

* No References selected



Unifrog events

Interact directly with experts



MOOCs

Make your first shortlist



CV / Resumé

* Write CVs tailored for each roles



Talent pool

* Not joined



Read, Watch, Listen

* Profiles favoured



Notes for Reference writers

* 1 notes missing



Applying

Special opportunities

0 shortlists



Post 18 Intentions

* Plan A and Plan B complete



Quizzes	Recording	Searching
<p>Skills profile ></p> <p>✖ Quiz not taken</p>	<p>Activities ></p> <p>✖ Recorded at least 10</p>	<p>UK universities ></p> <p>0 shortlists</p>
<p>Quiz profile ></p> <p>✖ 0 of 4 quizzes complete</p>	<p>Skills ></p> <p>✖ Completed all 12</p>	<p>European universities ></p> <p>0 shortlists</p>
Exploring	<p>Interactions ></p> <p>✖ Missing 6 Interaction types</p>	<p>Oxbridge ></p> <p>0 shortlists</p>
<p>Careers library ></p> <p>✖ Careers favourited</p>	<p>Academics ></p> <p>✖ No Classes selected</p>	<p>Apprenticeships ></p> <p>0 shortlists</p>
<p>Subjects library ></p> <p>✖ Subjects favourited</p>	<p>Placements ></p> <p>✖ No placements added</p>	<p>College / Sixth Form ></p> <p>0 shortlists</p>
<p>Know-how library ></p> <p>✖ Guides favourited</p>	Materials	<p>Irish universities ></p> <p>0 shortlists</p>
<p>Uni & Employer library ></p> <p>✖ Profiles favourited</p>	<p>UK personal statement ></p> <p>✖ Subject added</p>	Connecting
<p>Courses ></p> <p>✔ 5 courses added, 0 completed</p>	<p>Subject References ></p> <p>✖ No References selected</p>	<p>Unifrog events ></p> <p>Interact directly with experts</p>
<p>Special opportunities ></p> <p>0 shortlists</p>	<p>CV / Resumé ></p> <p>✖ Write CVs tailored for each roles</p>	<p>Talent pool ></p> <p>✖ Not joined</p>
	<p>Notes for Reference writers ></p> <p>✖ 1 notes missing</p>	Applying
		<p>Post 18 Intentions ></p> <p>✖ Plan A and Plan B complete</p>
		<p>Applications list ></p> <p>✖ Add your first application</p>
		<p>Destination ></p> <p>✖ Destination recorded</p>

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Suggested tools for KS4

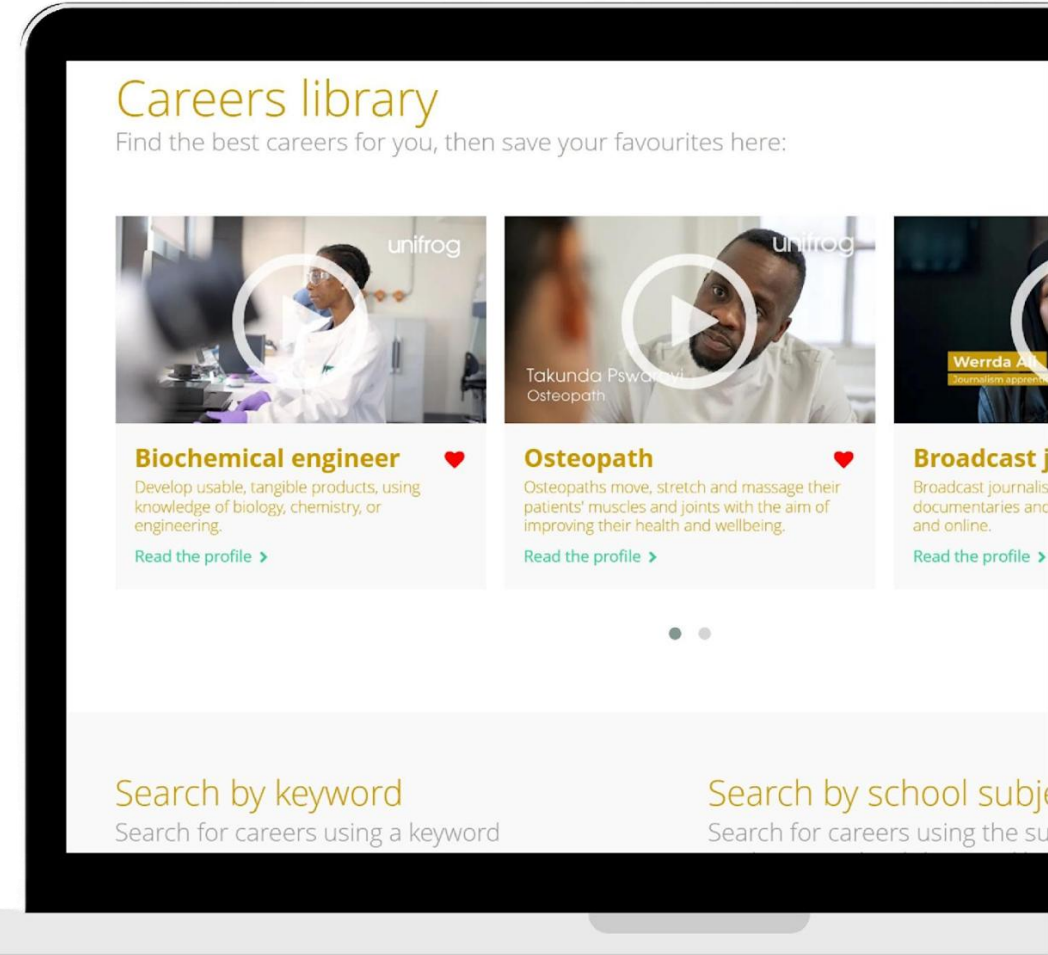
Unifrog makes tool suggestions based on students' ages and interests, as well as their experience with other schools. All students can explore all the tools available to our school.

The Careers library

Students can explore over 600 careers and read up on key details like:

- typical duties
- necessary skills and qualifications
- local and national labour market information

They can also watch videos with industry experts who share their own journeys and some of their favourite and least favourite parts of their jobs.

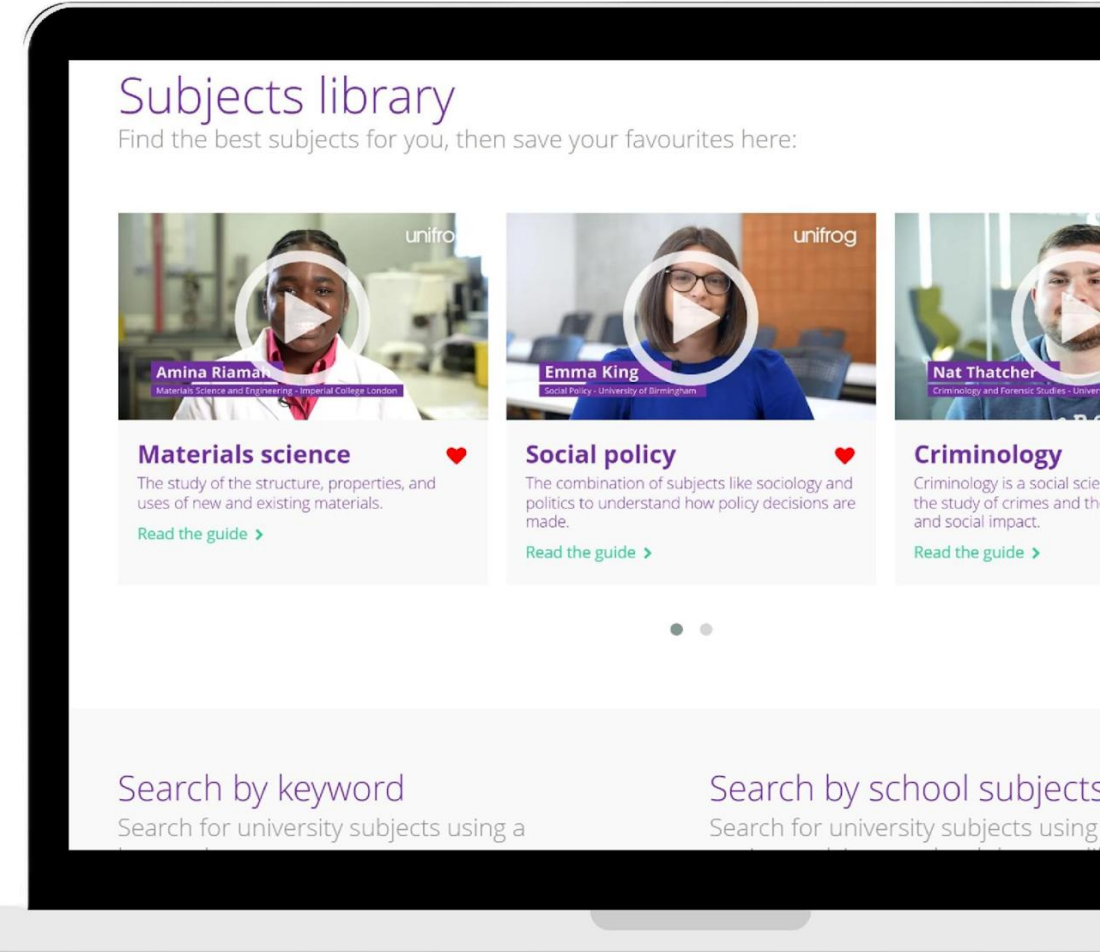


The Subjects library

Students can explore over 100 university-level subjects and read up on key details like:

- the top 10 related school subjects (to help them choose their level 3 subjects)
- recommendations for wider reading to develop their interest in the subject
- interesting facts, including cross-curricular topics

They can also watch videos with real students to find out what it means to study the subject.

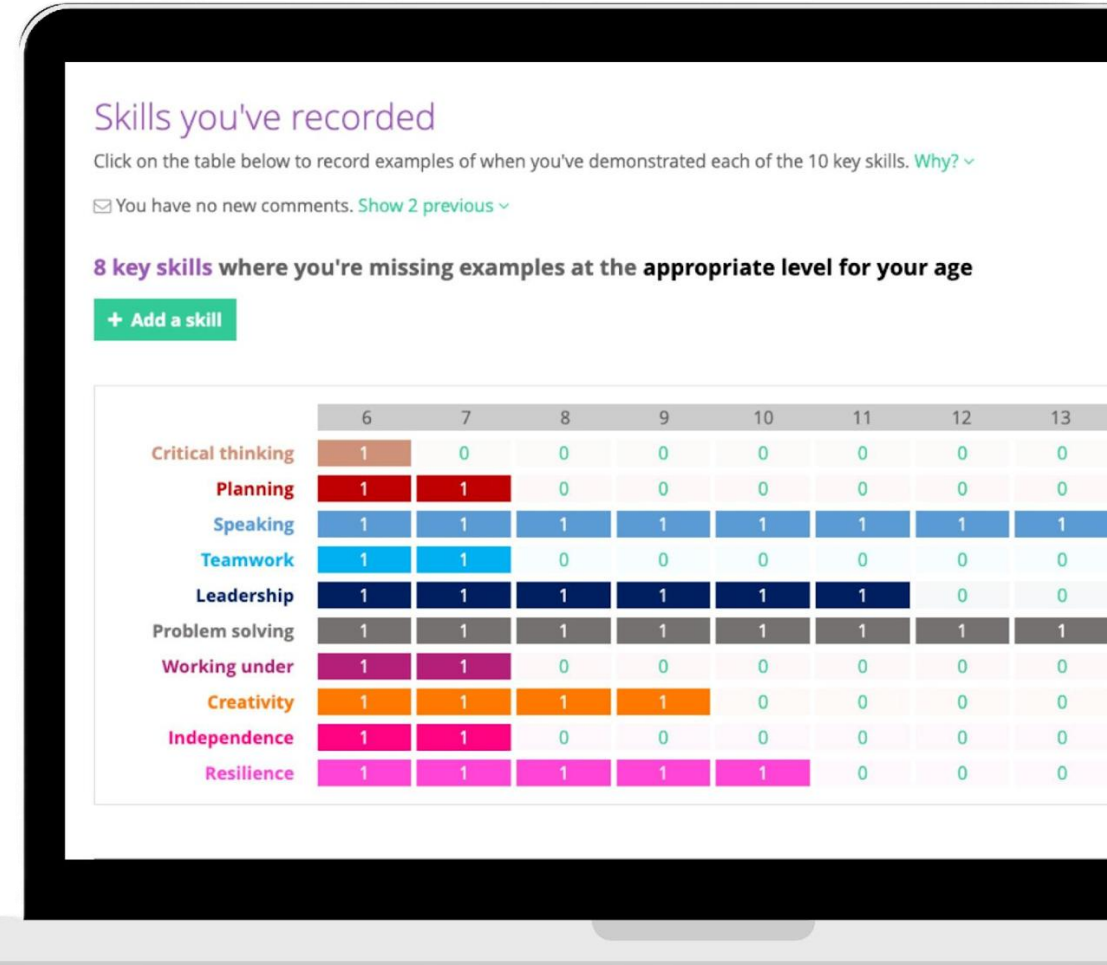


The Skills tool

Students can start building a portfolio of academic and extracurricular skills.

They can use this tool to help them record and remember all the great work they've been doing, whether in class, on a sports team, in private music lessons, volunteering, or something else.

They can use the related resources to learn how to build on their skills, and pull them straight through to their CV when they're ready to start applying.

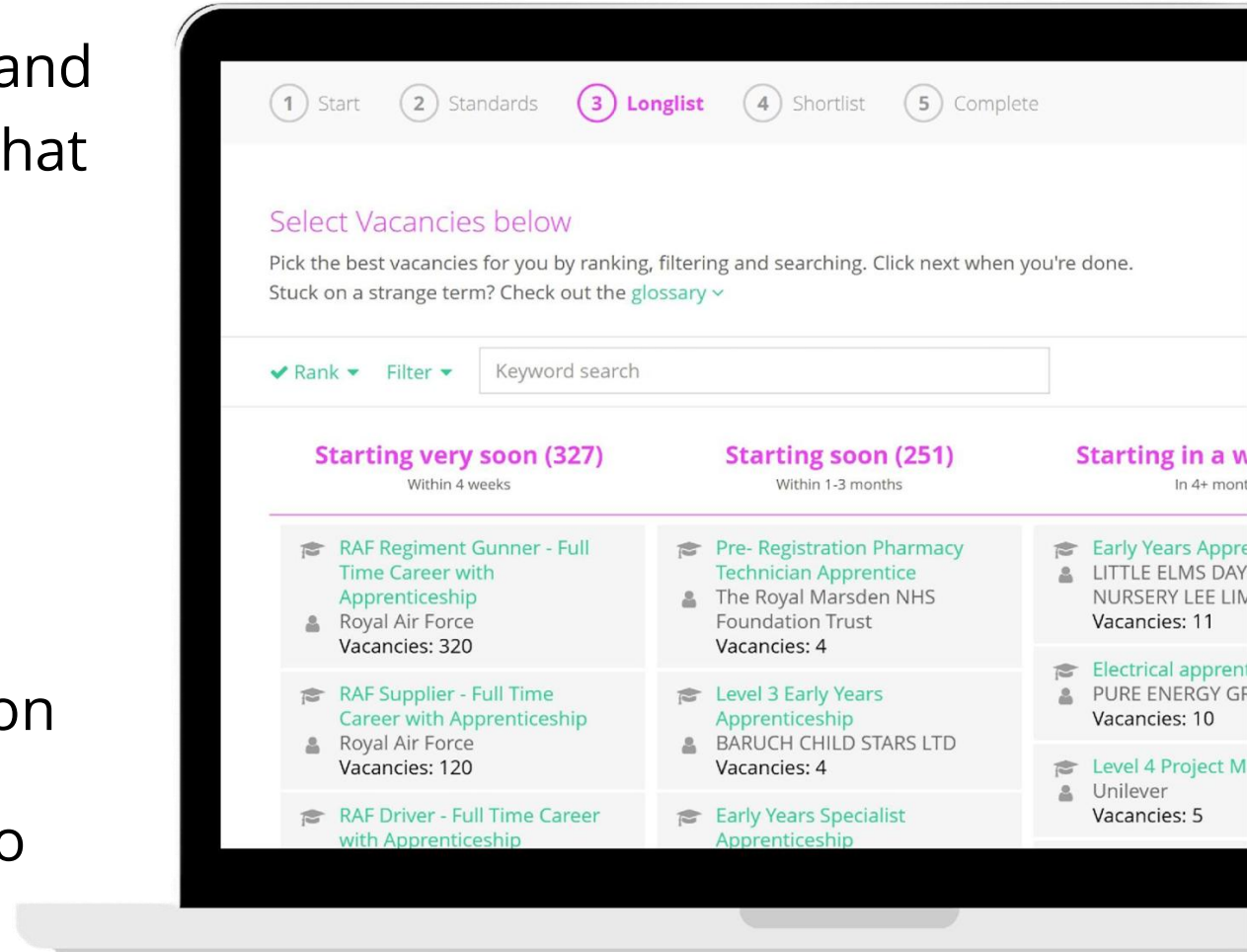


The search tools

Students can search for live apprenticeships and FE courses, using the filter and rank options that are important to them, like:

- Ofsted rating
- weekly salary
- duration
- % in work or education following completion

They can save their favourites on a shortlist to come back to when they're ready to apply.



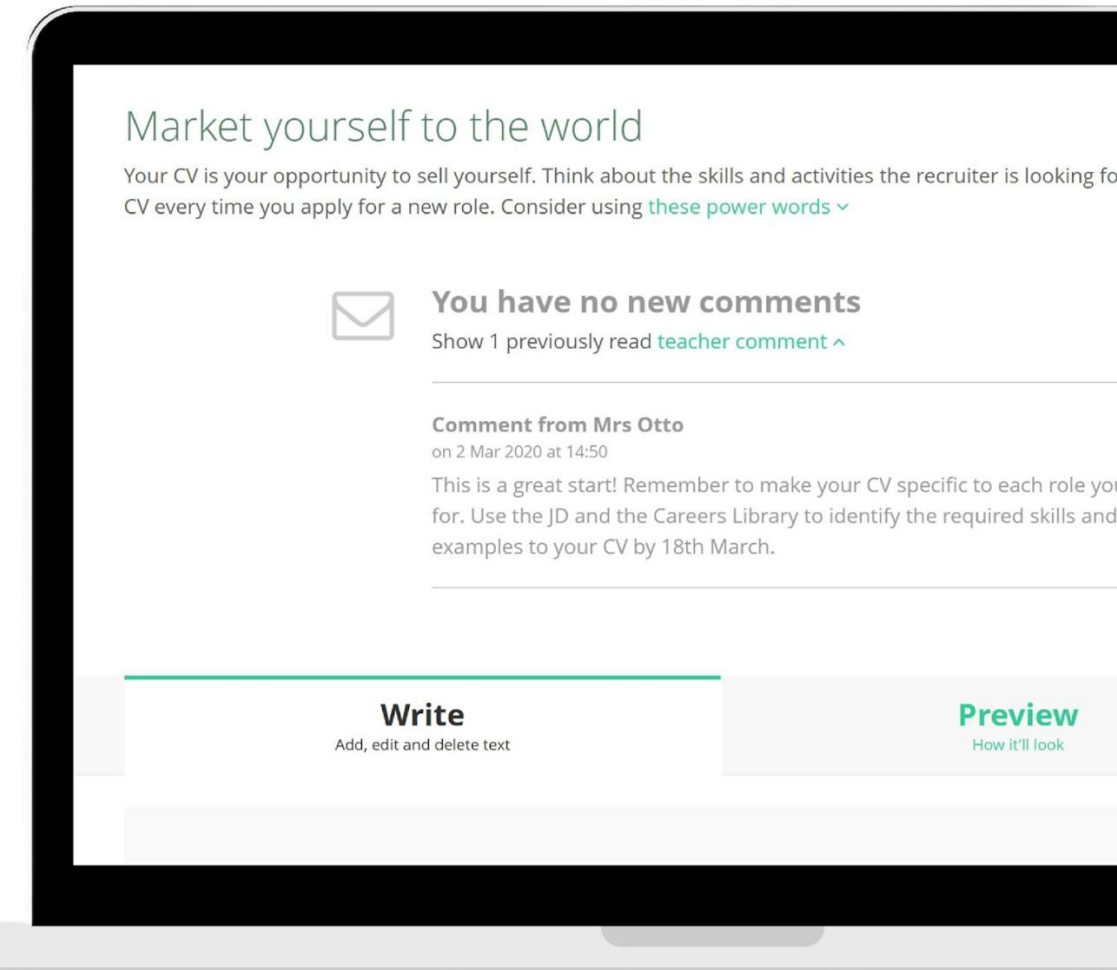
The writing tools

Students can write their CV, cover letter, and more using Unifrog's writing tools.

Each type of application has top tips to support students with the writing process.

Teachers can also read students' work and provide feedback on it directly on the platform.

Unifrog automatically saves all students' work, meaning no more losing data and having to start over!



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Important information
Work Experience

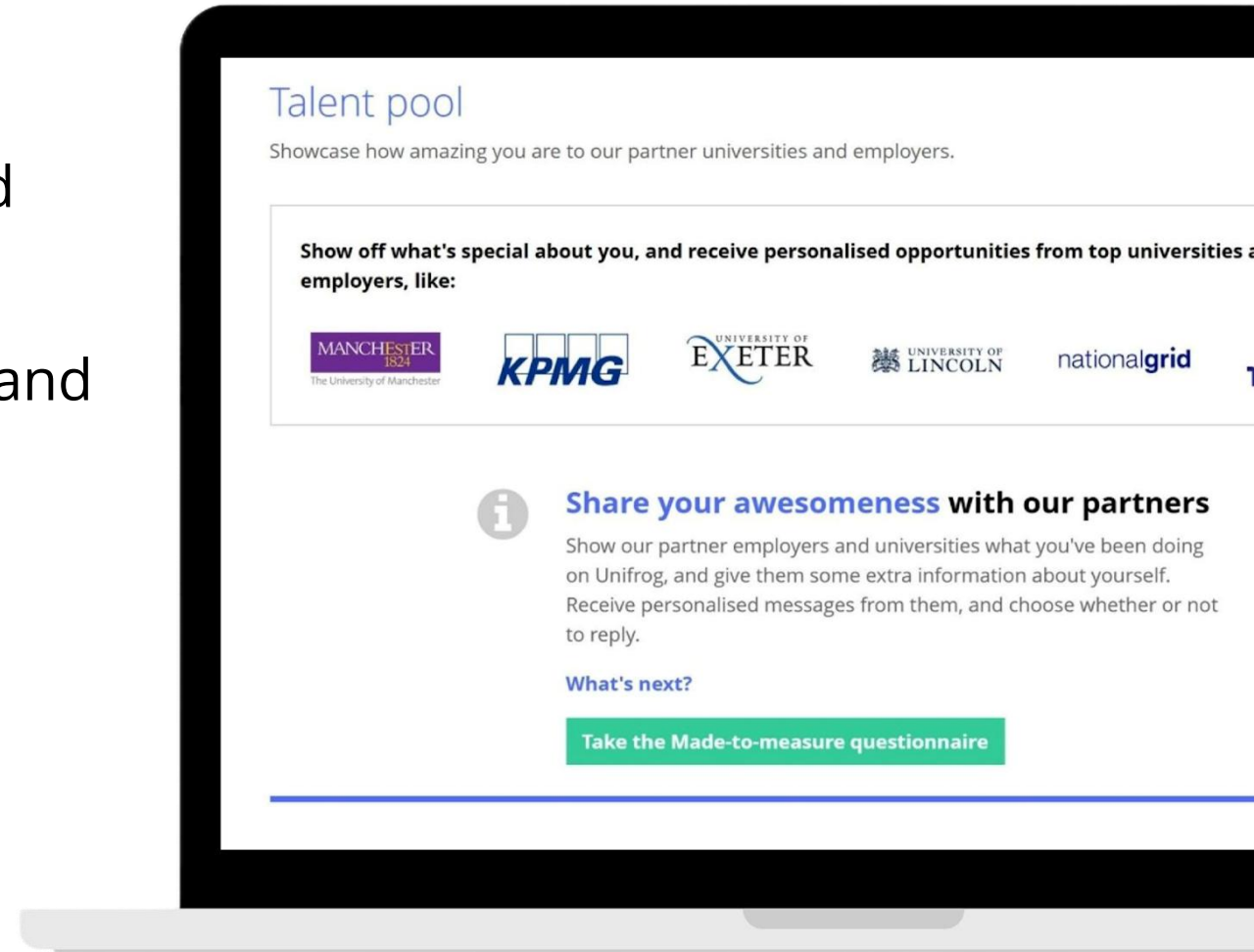
WEx



The Placements tool and Talent pool

Unifrog's Placement tool allows students in Years 10-13 to organise work experience and placements directly from the platform, all under the supervision of a parent/caregiver and teacher.

Students in Years 12-13 can join the Talent pool, meaning Unifrog's partner universities and employers can get directly in touch with them with relevant opportunities.

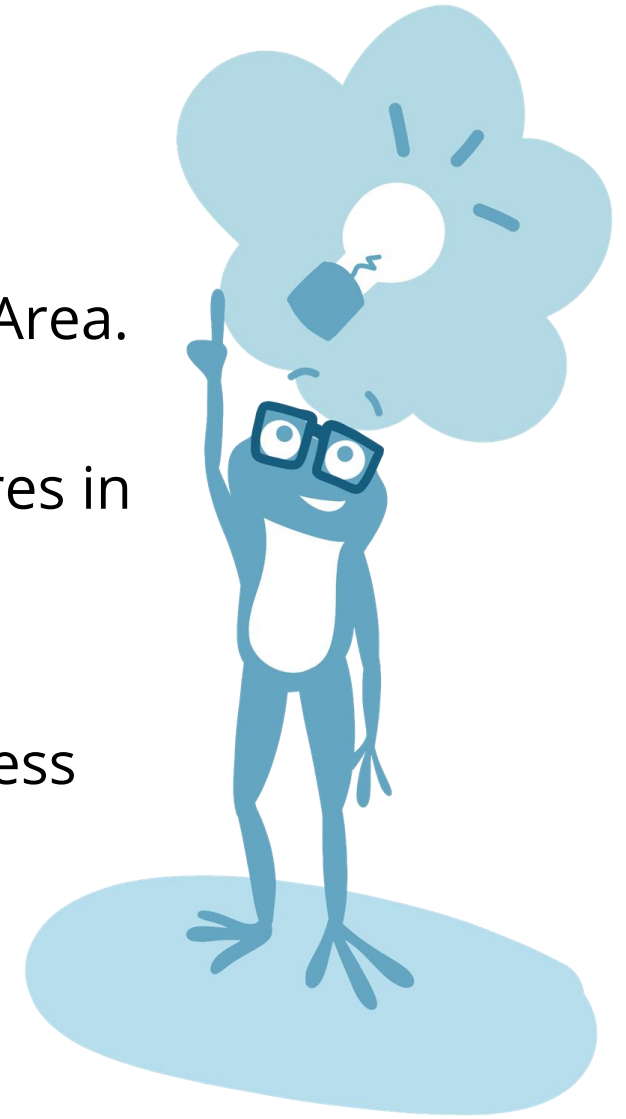


GDPR

GDPR is a regulation in EU law on data protection and privacy for everyone within the European Union and the European Economic Area.

Unifrog takes data security very seriously. They have several features in place to protect school and student data.

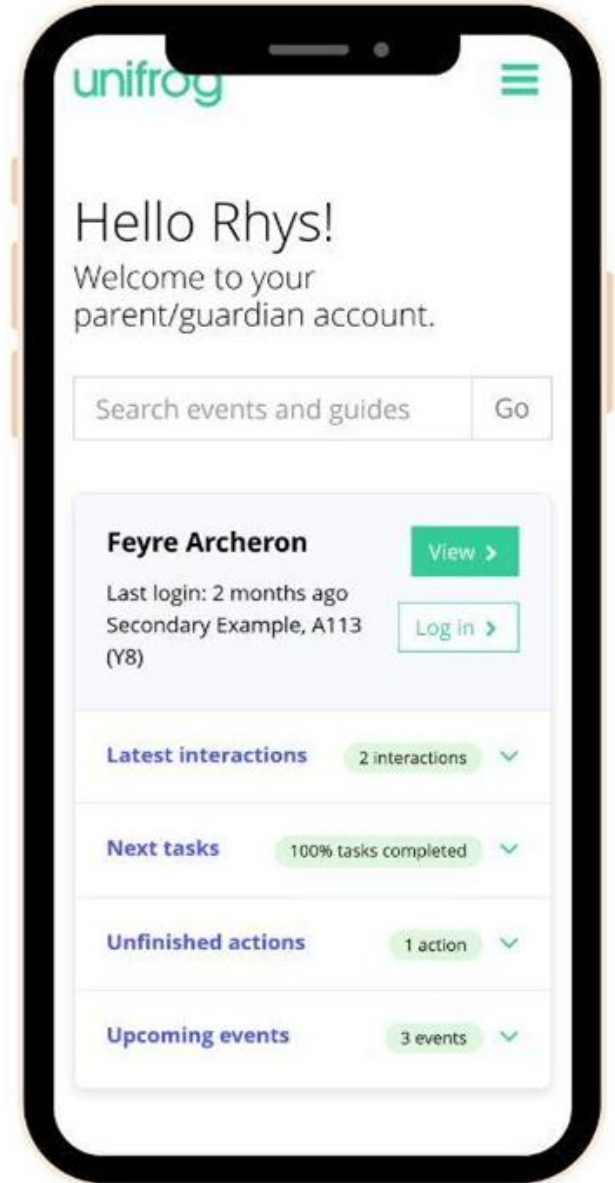
They only use EU data centres, have multiple firewalls, layered-access security, and more. Information on this can be found at unifrog.org/about#security.



Parents and caregivers: get signed up!

Why should students have all the fun?! You can create your own account to see key details about your child's Unifrog journey, and to access the tools in the same way students do!

Scan this QR code or go to www.unifrog.org/parent and create an account using your email address or single-sign on (i.e. signing in with Google or Microsoft).

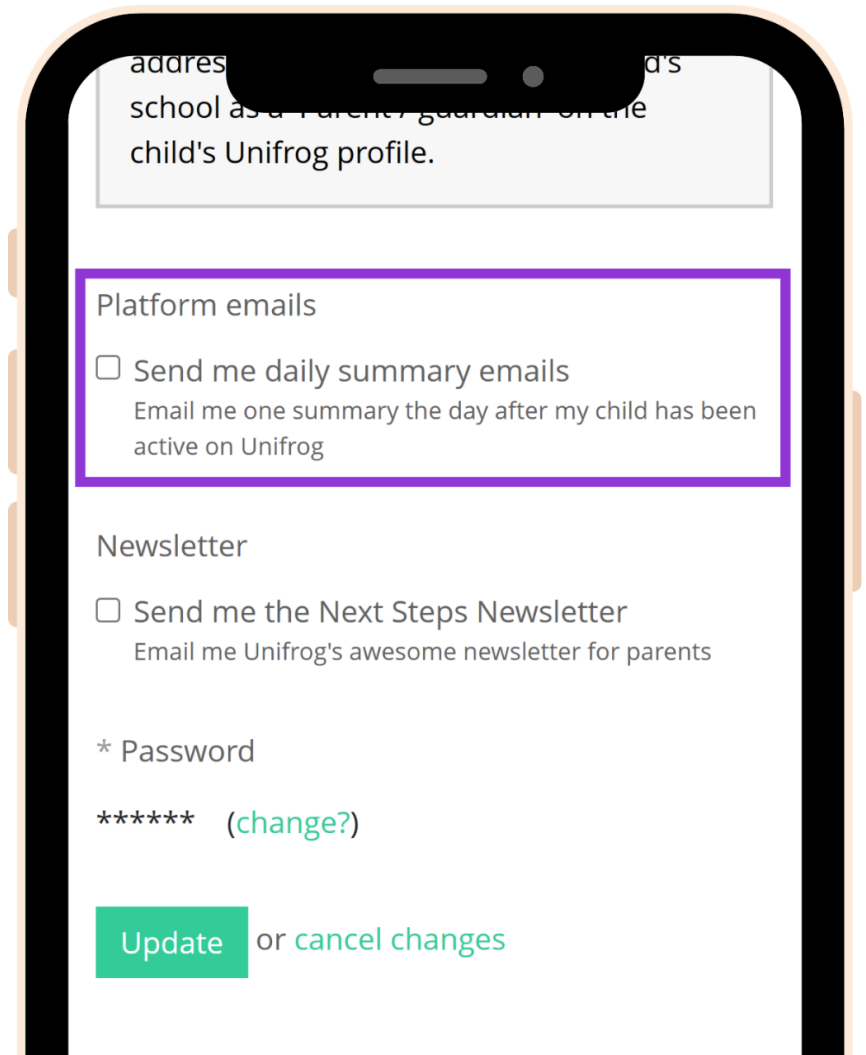


Weekly summary emails

Sign up to receive weekly summary emails of your child's progress on Unifrog.

You'll find out about any shortlists they've made and any interactions logged against them (i.e. upcoming careers fairs, one-to-ones, and so on).

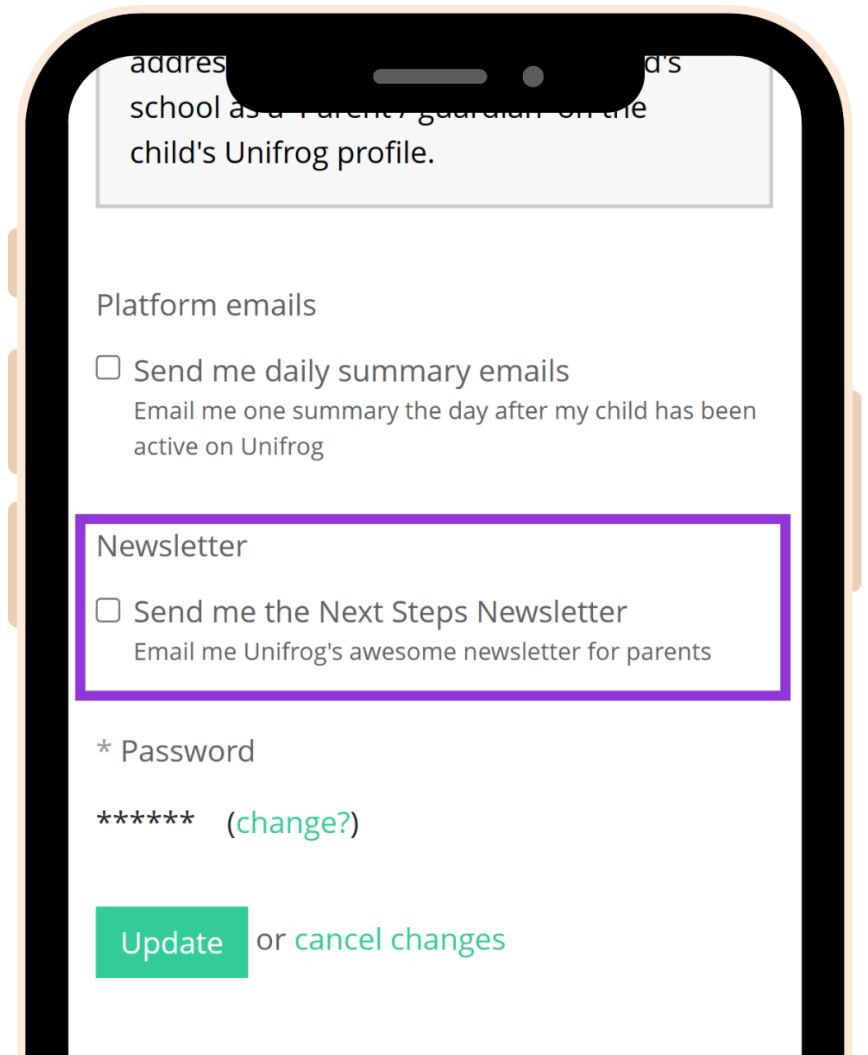
You can sign up when you first create your account or at any time on the Settings menu.



One last thing...

You can keep up to date with the latest news and opportunities, along with Unifrog content just for parents, by signing up to the Next Steps Newsletter!

Once you create an account, you'll be asked to fill in your information and you'll have the chance to sign up by ticking the box next to 'Send me the Next Steps Newsletter'. You can also sign up anytime from your settings page.

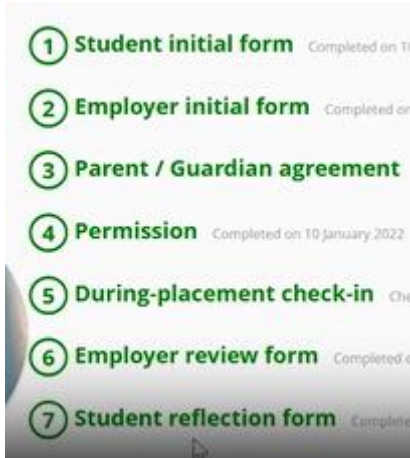


Work Experience Placements

What is the process?

[Watch this video.](#)



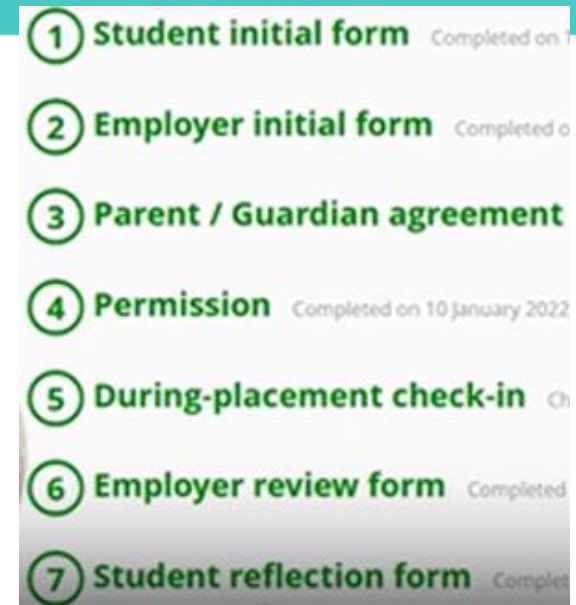


The Forms

We've already heard about the forms – here is some more detail.

Students make the first move:

- Once this form is completed the next person in the chain will be notified and then they will complete their form and so on.



What are the employers asked to do?

[The WEx forms](#)



How to help your child

[How to help your child find
a work placement :](#)
[Unifrog Blog](#)



Finding a good placement

A good work placement helps your child to understand what it's like to work in a particular job or sector. It should:

- be safe and well-structured
- include real tasks or observations
- offer chances to speak with professionals
- build skills like communication, time management, or teamwork
- help your child reflect on their interests and future goals



A placement

shouldn't be:

- unstructured or poorly supervised
- limited to repetitive tasks like filing or making tea
 - unrelated to your child's career interests
- lacking in opportunities for learning or feedback

The goal is for your child to have a meaningful experience that will help them take their next step towards a career.

How to find a work placement

Your child may need some help getting started. Here are some steps they can follow – with your support – to find a great placement:

1. Identify their interests and goals

Talk with your child about:

- the type of careers that interest them
- what kind of work environment suits them
- if there are any skills they want to build, like communication or technical skills
- Then, encourage them to use our [Careers library](#) to research different careers or career sectors, and our 'Get on the ladder' guides to find sector-specific advice. Each guide includes:
 - a snapshot of what the sector involves
 - common entry-level roles
 - suggestions on how to find work placements
- Our [marketing, advertising and sales](#) guide is a great example, and you can find the whole series [here](#).

Finding Employers

Use your connections

Ask friends, family, or neighbours if they know of any businesses offering placements. You could also use LinkedIn to reach out to people.

Use Unifrog's employer profiles

Our **employer profiles**, which you can find [here](#), will give your child a clear picture of what a company is really like. Each profile shows:

- whether the employer offers work experience
- tips on how to apply successfully
- insights into company culture, roles, and benefits

- Each profile links to the company's website, so your child can reach out to them directly

Use Unifrog's Apprenticeships tool

Even if your child isn't applying for apprenticeships, our [Apprenticeship tool](#) can help them to find work placements. You can use it to:

- search for employers in your area
- filter by sector or interest
- visit employer websites directly from your shortlist
- Employers who are actively recruiting apprentices often offer work placements as a way to support early-career talent.

Contacting Employers

Contact employers directly

Help your child draft a short, professional email or letter that:

- explains why they're interested in the company
- outlines what they'd like to learn
- mentions when they're available
- Our student-facing guide is a great starting point: [Guide to work placements](#)

Encourage Independence

Finding the right placement can be a time-consuming task that requires plenty of patience. If you can, try to step back a little – your role is to support and encourage your child, while they take the lead in finding and applying for placements. With Unifrog's tools and your guidance, they can find an opportunity that supports their goals and builds real confidence.

In order to give time to employers we have asked that students get placements organised by Tues 5th May.

Students must attend work experience, either at a placement or do virtual Wex at School.

Can't get a full week? You can do some days on a placement at one place and then another place, or do some days at school virtually?

Over to you...

Any questions...