

Toolkit for promoting BSL Pension Wise appointments



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Contents page

About this toolkit	3
Social media content - written assets	4
Written assets for video appointments only	5, 6
Written assets for video and F2F appointments	7
General assets	8
Social media content - video assets	9, 10, 11, 12, 13
Adding something to your websites or newsletters	14
Useful links	16

About this toolkit

This pack will help you promote Pension Wise video appointments for those who need a British Sign Language (BSL) interpreter. It also includes useful links to resources to help accompany your content.

NEW IN THE TOOLKIT:

- Working together with Citizens Advice Sheffield, we've updated this pack to include BSL-signed videos to accompany each of the written social media assets. You can use these as part of your promotion of BSL appointments to help make our services more accessible for our d/Deaf clients
- We've reformatted the toolkit to a slide deck to make it more accessible and user friendly

Social media content

Written assets



You can use the following written assets across your social media platforms like Facebook and Twitter/X

Video appointments only

- 💡 Did you know you can have a Pension Wise appointment by video if you need a British Sign Language interpreter (BSL)? If you're over 50 get free, impartial guidance about your defined contribution #Pension. Book at moneyhelper.org.uk/pensionwise




[For the BSL signed video version of this asset click here](#)

- 🖥️ You can book a video appointment with Pension Wise if you need a British Sign Language interpreter (BSL). So if you're over 50, get free expert guidance about your #Pension options. Book at moneyhelper.org.uk/pensionwise




[For the BSL signed video version of this asset click here](#)

Video appointments only continued


-  Did you know you can have a Pension Wise appointment by video if you need a British Sign Language interpreter (BSL)? What to find out more? [In this video](#), a client shares their experiences of a Pension Wise appointment and accessing the service with a BSL translator

 [For the BSL signed video version of this asset click here](#)

-  You can get free, expert guidance about your personal or workplace #Pension options through Pension Wise. If you need a BSL interpreter book a video appointment at moneyhelper.org.uk/pensionwise

 [For the BSL signed video version of this asset click here](#)


Video and F2F appointments

-  Did you know you can have a Pension Wise appointment by video or in person if you need a British Sign Language interpreter (BSL)? If you're over 50 get free, impartial guidance about your defined contribution #Pension. Book at moneyhelper.org.uk/pensionwise



[For the BSL signed video version of this asset click here](#)

General

-  Do you know your #Pension options? We're still here to help provide free, impartial guidance through Pension Wise - including for those who need a BSL interpreter. Book by visiting moneyhelper.org.uk/pensionwise

 [For the BSL signed video version of this asset click here](#)

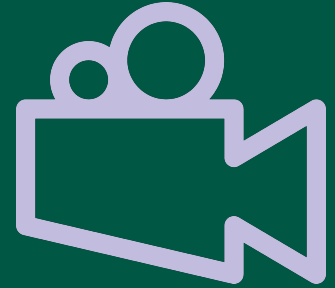


The Welsh language version of the written assets can be found here.


Please note: we are looking into the possibility of creating versions of the BSL signed videos that have Welsh voiceovers. We'll keep you updated with the progress on this.

Social media content

Video assets library



You can use the following video assets across your social media platforms like Facebook and Twitter/X


 Please note: there is a signed video version of every written asset - you'll find these linked alongside the relevant written asset in slides 5-7. We've also embedded the videos in the following slides for your use.



BSL signed video 1:

“Did you know you can have a Pension Wise appointment by video or in person if you need a British Sign Language interpreter? If you’re over 50 get free, impartial guidance about your defined contribution pension. Book at moneyhelper.org.uk/pensionwise.”

Please note: This promotes video and F2F appointments, not solely video.

 [Link to video here](#)



BSL signed video 2:

“Did you know you can have a Pension Wise appointment by video if you need a British Sign Language interpreter? If you’re over 50 get free, impartial guidance about your defined contribution pension. Book at moneyhelper.org.uk/pensionwise.”

 [Link to video here](#)



BSL signed video 3:

“Do you know your pension options? We’re still here to help provide free, impartial guidance through Pension Wise - including for those who need a BSL interpreter. Book by visiting moneyhelper.org.uk/pensionwise.”



[Link to video here](#)

BSL signed video 4:

“You can book a video appointment with Pension Wise if you need a British Sign Language interpreter. So if you’re over 50, get free expert guidance about your pension options. Book at moneyhelper.org.uk/pensionwise.”



[Link to video here](#)



BSL signed video 5:

“You can get free, expert guidance about your personal or workplace #Pension options through Pension Wise. If you need a BSL interpreter book a video appointment at moneyhelper.org.uk/pensionwise.”



[Link to video here](#)



BSL signed video 6:

“Did you know you can have a Pension Wise appointment by video if you need a British Sign Language interpreter (BSL)? What to find out more? In this video, a client shares their experiences of a Pension Wise appointment and accessing the service with a BSL translator.”

Please note: this video asset is to be used in conjunction with the client experience video found in slide 13. It is also linked within the relevant written asset found on slide 6.



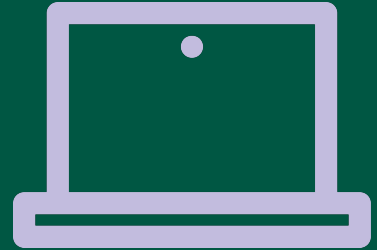
[Link to video here](#)



Video - d/Deaf client shares their experiences of a BSL Pension Wise appointment:

[Citizens Advice Sheffield produced this video](#) which features a d/Deaf client sharing their experiences of a Pension Wise appointment and accessing the service with a BSL translator. We've been given consent for Pension Wise delivery centres and partners to use this video as part of your promotion of BSL appointments.

**Adding something to your
websites or newsletters**



You can add reminders about BSL appointments on your website or in newsletters where you promote Pension Wise

Examples of this include:

People over 50 with a workplace or personal pension can get free, impartial guidance about their options through Pension Wise. You can book a telephone appointment with one of our guidance specialists by visiting moneyhelper.org.uk/pensionwise or calling 0800 138 3944.

We also offer British Sign Language video appointments. Simply book your video appointment by visiting moneyhelper.org.uk/pensionwise.

Useful links



[Citizens Advice
brand guidelines](#)



[Pension Wise
advert](#)

**Money
Helper**

[MoneyHelper
website](#)