



September 2025



Unifrog – The Complete Destinations Platform

Dear Parent/Carer

In keeping with our commitment to provide students with outstanding careers guidance and tailored support when choosing their next steps after school, we are using Unifrog; an award-winning, online destinations platform. All students in Years 8 – 11 and 13 have already gained access to the platform in the previous academic year. Students in Years 7 and 12 will be taking part in a welcome session to gain access to the platform during this term and students in Years 7 and 8 will be using Unifrog as part of their Achieve lessons.

Unifrog is the universal destinations platform and is designed to support learners in making the most informed decisions about their futures and has a range of tools that are suitable for all year groups. Each student has their own account where they can explore all the career and next step options available to them and find information on everything from managing their workload to writing a winning CV. Unifrog brings together into one place every university course, apprenticeship, college and sixth form course in the UK, as well as an enormous collection of Careers profiles to explore and Know-How guides to support revision, resilience, and well-being. Students have access to a wide variety of video and written content, and interactive quizzes and tests, including:

Section of the platform	Examples of what students can do	Suitable age range
Quizzes	Finding their interests, personality type, preferred work environment, and skillset.	Years 7-13
Exploring pathways	Explore careers, career sectors, subjects, sign up to free webinars, explore MOOCs and courses, and find wider reading materials.	Years 7-13
Recording what you've done	Record their in-class and extracurricular activities, record examples of their skills, and see the record of CEIAG events the school has added to their accounts.	Years 7-13
Searching for opportunities	Find scholarships, activities, and bursaries to support their HE journey. Find and compare degrees in the UK and overseas, live apprenticeships, and FE courses.	Years 10-13
Application materials / Making applications	Write their CV, cover letter, Personal Statement, and more. Track their applications and record their Post 16 / 18 intentions.	Years 11-13

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Students can sign into their Unifrog account from any computer, tablet or smartphone:

- Click on <https://www.unifrog.org/sign-in>
- Enter their school email address and password already created.
- If students have forgotten their password, they can click 'Reset Password/Resend Welcome Email' which will send an email to their school email address to reset the password (school email accounts are accessed through Office 365/Outlook using the normal school computer login details).

For new students to the school:

During the welcome session, students will access the platform by clicking a link in their welcome email, where they create a password and can begin using the platform. They sign in to Unifrog using their school email address and password and they can do so from any computer, tablet, or smartphone.

We would encourage you to use the platform with your child so you can support them through the process of deciding their next step.

Students in Years 10 and 12 will be using the Unifrog Work Experience Placement tool to manage the work experience programme this year – more information will be provided during the Autumn term.

Parent email addresses that are on our school information system have been added to Unifrog and parents will receive automated emails when students have interacted with the Unifrog platform.

Parents can also have your own version of a Unifrog account. You'll be able to research careers, attend webinars delivered by employers and universities to learn more about their opportunities, and compare pathways so you can support your child in making an informed decision about their next steps. The sign-up code you need is: **SOMRparents** and you can sign up here: www.unifrog.org/code. You can also sign up to Unifrog's parent/carer newsletter when you first sign in to get expert advice and guidance on supporting your child with their next steps.

Click [here](#) to view a **presentation** for parents giving an overview to the platform.

Click [here](#) to view a **short video** for parents which introduces Unifrog.

For more information, go to www.unifrog.org or if you have any questions, please do not hesitate to contact me via email (careers@southmoormat.co.uk), telephone or Class Charts.

Yours sincerely



Mr S Wareham
Assistant Headteacher – Student Progression