UK Government

eVisa Customer Toolkit:
New-flow out of country customers

August 2024

Intro & our ask

The Home Office is replacing physical immigration documents with a digital proof of immigration status – an eVisa - for customers already living in the UK, and for new visa applicants outside the UK too.

To prepare our 'out of country' (OOC) customers for this change we have developed additional operational communications materials to help you share and amplify eVisa messages across your channels.

This toolkit includes:

- ❑ **key messages** for customers outside the UK
- ❑ **social media** links and assets
- ❑ eVisa **factsheet** and **Q&A** for customers outside the UK
- ❑ further links to eVisa **GOV.UK guidance** and **how to videos** on YouTube.

Our ask:

Everything in this toolkit can be **used organically on your traditional and social media channels** to help communicate with customers on the topic of eVisas.

Where relevant you are encouraged to **re-post and amplify content** from the @UKVI Twitter/X account.

Key messages

What you need to do now when starting your visa journey outside the UK

- ✓ **Apply and submit biometrics**: Apply for your visa as normal [via gov.uk](), including submitting your biometrics at one of our Visa Application Centres (VAC), unless you can prove your identity using the [ID check app]().

- ✓ **Await decision and receive visa**: If you are granted a visa, you will still receive a vignette (visa sticker) in your passport and you will be invited to collect your passport from the VAC.

- ✓ **Collect BRP**: You are still required to collect your BRP.

- ✓ **Create UKVI account**: You should [create a UKVI account]() to access your eVisa. You can create your account with either your BRP, or a valid passport with your BRP number or visa application number (GWF). You will then be able to share your immigration status easily using our official '[View and Prove' service]().

Social media activity

You are encouraged to repost and engage with all official Home Office and UKVI social media activity on the topic of eVisas.

Here is a recent post, for example: https://x.com/UKVIgovuk/status/1822944013630001268

Please use the following hashtag when talking about the UK eVisa system: #eVisa

@UKVIgovuk will post eVisa-related content every Monday and Friday throughout 2024 so please do engage.

NB. If you would like to publish organic eVisa content on your own channels please do get in touch and we'll be able to provide imagery and proposed text and can work with you to regionalise messaging.

Factsheet and Q&A for new customers
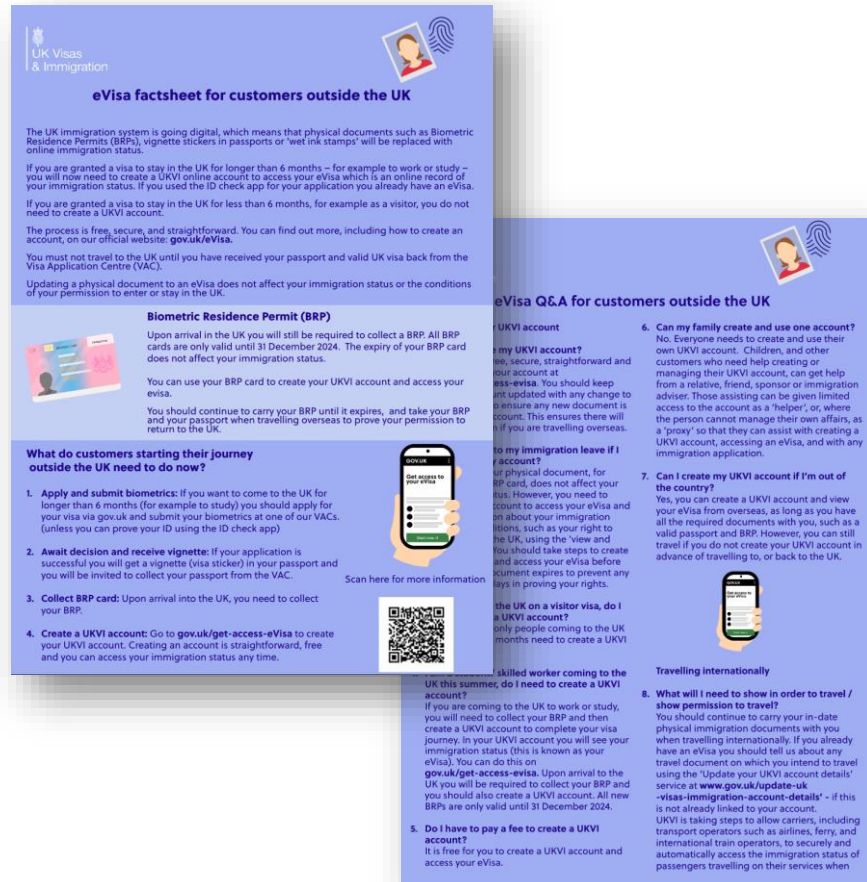
This factsheet presents an overview of eVisa changes for customers outside the UK. It includes information on:

❑ What is an eVisa

❑ What overseas customers need to do

❑ Links of further information

You can download the factsheet here

You can download the Q&A here

Additional resources

There is a wealth of additional information to help inform customers and stakeholders of the latest about eVisas.
This includes:

- ❑ [Stakeholder partner pack](#) with global key messages and [subject-specific factsheets](#)

- ❑ [YouTube videos](#) explaining what an eVisa is, how to access your account and how to travel with an eVisa.

- ❑ [Media factsheet](#) (on blog.gov.uk)

Further guidance
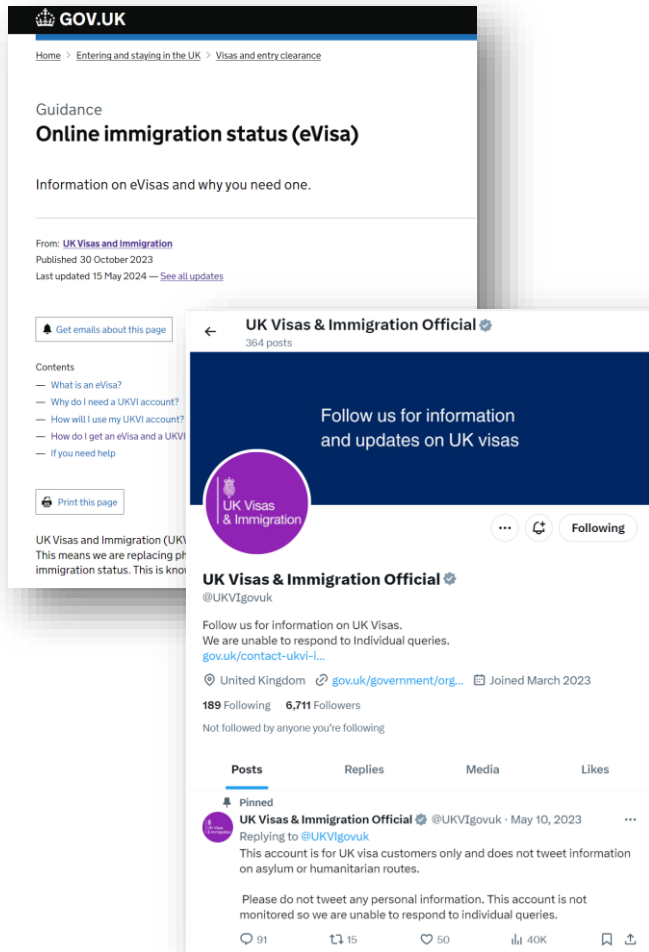
For all official updates on eVisas we recommend directing your audience to www.gov.uk/evisa.

Subscribe to gov.uk/evisa page for notifications of the latest updates, allowing you to stay informed.

For the latest updates on eVisa we also recommend directing your audience to our **X/Twitter account**

@UKVIgovuk

Thank you