

Community Land Week

Community Land Scotland
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Welcome to Community Land Week!

We're delighted that you are a part of this festival of community ownership, taking place all across Scotland! This document is designed to give you ideas for promoting your event, and to share with you the resources that Community Land Scotland can provide.

How we get the word out

Community Land Scotland and the Scottish Government promote Community Land Week on a national level. We will generate press releases and pitch stories to media for advanced and on the day coverage. By being a part of Community Land Week, you will be a part of these stories.

Community Land Scotland's website is the hub of CLW news, and it will have a listing of all CLW events and links to all participating groups' websites or Facebook pages.

Social media plays a big role in promoting Community Land Week. We operate across the three main platforms – [Twitter](#), [Facebook](#) and [Instagram](#) – with strong followings across each.

We provide all participating groups with promotional images tailored to your particular event, including posters and posts for your own social media channels.

What we need from you:

In order to get your event properly listed on our website, we need the following from you:

- Organisation or group name
- Name of event
- Date, time and location of event
- Brief (50-100 word) description of event
- Name of contact, along with contact details that can be published on website
- 2 images, square or landscape format. Minimum 300x300 pixels.

Once you have your details confirmed, please use [this form](#) to provide us with the above information, and then email your images to meg.taintor@communitylandscotland.org.uk.

How you can get the word out

Twitter: Follow us twitter.com/CommunityLandSc

Instagram: Follow us [@communitylandscotland](https://www.instagram.com/communitylandscotland)

Facebook: Follow us facebook.com/CommunityLandScotland/

Here are some suggested posts:

Where possible insert a picture and a link (e.g. to your Facebook page or your own website – make the most of the Twitter character limit by shortening your links using a url converter like [Bitly](#).

- We're getting ready to take part in #CommunityLandWeek!
- From 13 to 29 October, #CommunityLandWeek celebrates #CommunityOwnership with events all across Scotland. Join us on (DATE) for our (EVENT) to take part!
- Our posters and flyers have arrived! Very excited (attach image) #CommunityLandWeek
- Do you know [PLACE NAME] is community owned? We are celebrating as part of #CommunityLandWeek by hosting [EVENT]. Join us!



- Have you ever wondered what it is like at [PLACE NAME]? Join our celebration of #CommunityOwnership as part of #CommunityLandWeek
- Bring your friends and family along to our #CommunityLandWeek celebrations!

Top Tips!

1. As you promote your own events on these platforms, make sure to tag us so that we can amplify your posts;
2. Use the tag #CommunityLandWeek to make sure people can find your event easily.
3. Follow the hashtag #CommunityLandWeek. As other groups start posting about their own events for CLW, reply and retweet!

Press and Media Support

We will provide all participating communities with a template press release that you can use to promote your own event. This document will be shared with you in mid-September.

Community Land Scotland will be issuing our own press releases and pitching stories of individual or regional clusters of events to local and national press outlets. Our PR and Communications Coordinator may reach out to you in the weeks leading up to these to coordinate inclusion of your event in these stories.

If you have questions or need support with your PR approach, please contact Community Land Scotland.

Images and resources

Community Land Scotland uses [Canva](#), an online graphic design program that makes it easy to share and tailor images. We have designed special posters, Tweets, Facebook and Instagram posts that can be changed to highlight your specific events.

We are happy to create these for you, or if you would like to create them yourself, we can help get you started on Canva with the templates.

Tools

Social media can be a highly effective part of your digital marketing strategy, but it can also be massively time consuming. These tools help you plan and implement social media efforts efficiently:

CANVA www.canva.com: An easy online graphics editor, with lots of templates, including a wide range of social media options. We have created editable templates for posters and social media that you can use to promote your event. If you want a hand getting started with Canva, email Meg (meg.taintor@communitylandscotland.org.uk) for a quick lesson. Canva is also free for charitable organisations!

HOOTSUITE www.hootsuite.com: Hootsuite allows you to manage multiple social media platforms from one interface. It also provides functionality like scheduling and team task assignment. There is [a free version](#), that allows you to plan and post to 2 channels.

BIT.LY www.bit.ly: Useful URL shortener which also provides you with useful click stats on where people clicked on your link and how much traffic it generated. Very helpful in staying within the Twitter character limit.

