

Welcome to Community Land Festival!

We're delighted that you are a part of this celebration 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 Festival 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 Festival, you will be a part of these stories.

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

Social media plays a big role in promoting Community Land Festival. We operate across three main platforms – [BlueSky](#), [LinkedIn](#) and [Facebook](#) – 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.

When you submit your event details on the [Event Open Call form](#), you were given the option to download a copy of your responses. You can review these now and let us know if there are any changes you would like to make before we list your event. We will let you know if we have any questions. At that time, we will ask you to submit your public liability insurance documents, and email your images to meg.taintor@communitylandscotland.org.uk. You will also be notified if you have received a bursary if you requested one.

How you can get the word out

BlueSky: Follow us <https://bsky.app/profile/communitylandsc.bsky.social>

LinkedIn: Follow us <https://www.linkedin.com/company/community-land-scotland>

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 BlueSky character limit by shortening your links using a url converter like [Bitly](#).

- We're getting ready to take part in #CommunityLandFestival!
From 17 October to 2 November, #CommunityLandFestival celebrates #CommunityOwnership with events all across Scotland. Join us on [DATE] for our [EVENT NAME] at [LOCATION].



- Our posters and flyers have arrived for our #CommunityLandFestival event! Looking forward to welcoming you on [DATE] at [PLACE NAME]. (attach image)
- Did you know that [PLACE NAME] is community owned? We're proud to be part of this movement. Join us during #CommunityLandFestival for [EVENT NAME] on [DATE].
- Ever wondered what it's like at [PLACE NAME]? Join us for [EVENT NAME] on [DATE] as part of #CommunityLandFestival and find out how our community is making a difference through #CommunityOwnership.

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 #CommunityLandFestival to make sure people can find your event easily.
3. Follow the hashtag #CommunityLandFestival. As other groups start posting about their own events for CLF, 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. Norrie MacLennan, 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

In the second week of September, we will be sending out Festival Boxes which will contain printed posters for your event, along with the materials that you will need for your 100 Years of Community Ownership activity. You may wish design additional posters to use alongside the ones that we provide, but we do require that the Community Land Festival logo is included on all materials connected to your event. The full logo pack can be [downloaded here](#).

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. You can add text and logos to images, and easily tailor posts for each social media platform. 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.

