



Local communications

The local Press and social media can be fantastic tools to support you in your volunteer role.

We understand that your local connections are what make the Scottish Poppy Appeal such a success. This guide is aimed at supporting you when communicating with the Press and engaging with people in your community via social media. Maintaining Poppyscotland's key messages and a standard tone across our communications will help the public recognise Poppyscotland as one organisation, supporting our Armed Forces community living in Scotland.

How local communications can help you:

- Promote opportunities for new volunteers and collectors
- Work with existing volunteers and supporters to share details of events and collections
- Invite new shops or businesses to take poppies
- Provide information to public about collections e.g. when/where/why
- Recognise the contribution and achievements of your collectors
- Inform the public of where and when you will be collecting
- Announce the total that your area raised – it's a great way to thank the public and let them know that thanks to their help, Poppyscotland will be able to provide vital, life-changing support to members of the Armed Forces community across Scotland.

How Poppyscotland communicate

Our personality is important. It informs everything we do and we aim to weave it through all of our communications. The following common phrases are samples of how we talk about our fundraising and the support we provide:

- 'Poppyscotland provides life-changing support to our Armed Forces community. We reach out to those who have served, those still serving, and their families. We offer them vital practical advice, assistance and funding.'
- 'Money raised from the Scottish Poppy Appeal and Poppyscotland's year-round fundraising enables us to deliver support to members of the Armed Forces community in Scotland by providing tailored funding and assistance. The charity also funds services in advice, employment, housing, mental health, mobility and respite.'
- 'As a volunteer with Poppyscotland, you can raise vital funds that will provide life-changing help to the Armed Forces community in Scotland. Together, we are behind them. Always.'
- 'Poppyscotland Area Organisers fulfil a critically important role, distributing poppies and tins two weeks before the annual Scottish Poppy Appeal and then collecting everything back in after 11th November, banking any money raised.'
- 'Supermarket Organisers (SOs) provide a vital link between community stores and our volunteer collectors. This is an excellent role for a group, club or organisation as a wide network of support can ensure full coverage over the Appeal. The SO maximises the time that the Poppy is available in a local supermarket.'
- 'Our volunteers are at the heart of everything we do, and, without their vital support, we simply wouldn't be able to deliver the Scottish Poppy Appeal.'
- Poppyscotland's year-round fundraising enables them to deliver support to members of the Armed Forces community in Scotland by providing tailored funding and assistance. The charity also funds services in advice, employment, housing, mental health, mobility and respite. When talking about Poppyscotland, we always write this as a single word and do not change this to 'Poppy Scotland' or 'PoppyScotland'.
- We say "Poppyscotland is...", not "Poppyscotland are..."

Our full Brand Guidelines and further information is available from www.poppyscotland.org.uk/volunteer-guide.

Making the most of social media

From Facebook and Twitter, to Instagram and WhatsApp, social media plays an important part in the lives of our volunteers, supporters and donors. We encourage the responsible use of social media. It is important to remember that we are all ambassadors for Poppyscotland and that social media is never private.

Individuals are personally responsible for what they communicate on social media – as part of their role or on personal sites. Remember that what you put on social media will be available to be read by anyone including colleagues, volunteers, future employers and people you don't know – for a long time. Keep this in mind before sharing content. And if in doubt, don't post it.

Below are some handy tips to support you when communicating through social media:

We always:

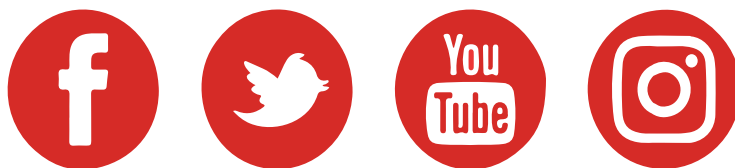
- Keep communication friendly and conversational – you are talking as yourself, but, remember, you are seen as a public face of Poppyscotland.
- Answer any questions left on the posts.
- Have a clear purpose – what do you want people to do in response to your post? Are you raising awareness of your work or calling for support from the area? A simple, single ask will be more relatable than covering everything in one post.
- Cover key details such as who, where and when.
- Tag @Poppyscotland in your posts and Use hashtags to reach a wider audience eg #ScottishPoppyAppeal #RemembranceDay, #BehindThemAlways – capitalise the first letter of each word and don't use spaces.
- Try to use an image or video in your posts as this will help it reach a far wider audience. Make sure that any people in the picture/video are happy for you to post it.
- Remain positive – we are a force for good that really can have an impact on the people we support.

We never:

- Set up a social media account or group which represents Poppyscotland, before speaking with your Poppy Appeal Organiser.
- Post anything political when talking about Poppyscotland or the work we do. Sharing your personal political views may have a negative impact on the support we receive.
- Engage in long discussions or public arguments – if the problem escalates use private message or direct them to the Marketing team at Poppyscotland. We are happy to provide support if you have any difficulties.
- Share personal opinions or feeling about other charities, organisations, businesses or individuals.
- Make up an answer if we are not sure it is correct – seek guidance if unsure.
- Share the personal details of other volunteers in a public or shared forum.
- Replicate, adapt or change the Poppyscotland logo.

The Poppyscotland Marketing team is happy to support any requests from our volunteers to grow their local social networks. We are able to set up groups, support with artwork and imagery and provide guidance on how we communicate. If you would like to use our logo or branding for anything locally, or if you receive a request in your area, our marketing team will be able to provide this directly at the best version and quality.

If you require any help or just look to share some of your own ideas, please get in touch.



Follow us @poppyscotland

Making the most of Traditional Press

Many of our supporters will engage with traditional Press, including local newspapers, community magazines and newsletters. Most of the social media guidance will still apply when creating an article to be shared in a more traditional way with greater content and background information. Below are some top tips when writing a News Release:

- Write the date at the top.
- Write a headline – it doesn't need to be witty or catchy.
- Try to tell the story in the first two paragraphs.
- Cover the five 'Ws' in the press release in order to tell the whole story – What, Where, When, Who and Why.
- Stick to short paragraphs – keep it simple and factual
- Stick to one page of A4.
- Include a personal quote, or one from another volunteer.
- Finish your press release by writing END.
- Include a contact name and number at the bottom in case the journalist has any questions.
- Send by email and paste into body of email – try to avoid sending as an attachment.
- Try and keep the email (including pictures) below 5MB, if possible. Each image should be around 1.5MB. Images under a certain size won't look good in print so may be disregarded by the publication.
- Give the journalist a call to check they have received it.

The team at Poppyscotland are happy to share current quotes that will be appropriate for your release.

We have created sample News Releases for you to adapt and use, these are available from www.poppyscotland.org.uk/volunteer-guide.

Our samples cover the following topics:

- Recruiting volunteers locally
- Promoting your fundraising efforts
- Sharing your area totals and thanking the local community

For further information on communicating with the local media, please contact David Findlay, PR Manager at Poppyscotland, on **079797 35611**, or email at D.Findlay@poppyscotland.org.uk.

Useful contacts:

- Queries about responding to the public on social media: M.Fahy@poppyscotland.org.uk
- Queries about working with the Press: D.Findlay@poppyscotland.org.uk
- Directing someone to our Welfare team: GetHelp@poppyscotland.org.uk
- Directing someone to our Fundraising team: Fundraiseforus@poppyscotland.org.uk
- Directing someone who is looking to become a volunteer: Volunteer@poppyscotland.org.uk