



YMI

YMI 20th Anniversary
Promotion pack for partners

Help us Celebrate

2022 marks the 20th anniversary of the Youth Music Initiative, a music education programme with a vision to put music at the heart of young people's lives and learning, funded by the Scottish Government through Creative Scotland.

In recognition of the significant reach and impact of YMI over the past 20 years, we want to:

- Celebrate the young people involved and their achievements
- Pay tribute to those who make it all happen
- Raise awareness of the value of access to music making for all children and young people

As an organisation which has received funding through YMI, you can help us celebrate YMI's 20th anniversary by promoting your activities and showing your project is part of this programme. This helps to spread the word about the initiative and the diversity of activities that are supported.

For more information, [please visit the YMI page on the Creative Scotland website](#).

Promoting YMI

Using the logo

As a recipient of YMI funding, you can use the YMI, Creative Scotland and Scottish Government logos (or text accreditation) on your project materials. [You can download logos and guidance from the toolkit](#).

News Releases

Throughout 2022 we encourage you to share relevant news and activities that are happening within your organisation with local press contacts. You can use these press releases as a way to tie in the 20th anniversary celebrations.

You should look to incorporate the following in your press release:

- Include 1 or 2 quotes from key individuals or participants involved in your organisation.
- Include an image of your groups (make sure you get permission from children and young people before using).

- Include details about your particular project and how Youth Music Initiative support has benefited you and your organisation.

For additional help, we have created a press release template for you to use if you wish as well as useful tips on how to write your own news release. [Download from our toolkit](#).

Alternatively, we will send out press releases throughout the celebration. When you receive a press release, you could add a local angle including brief information from the key points stated above and send onto any local press contacts you might have.

Concerts and Events

Saying a few words about the YMI as part of your concerts and events is a great way to celebrate the 20th anniversary. [You can download examples of the key messages in the toolkit](#).

Sharing your Story on Social Media

You can use your social channels to spread the word about the 20th anniversary. You can talk about your own project, or we've created example copy for you to use and edit. [You can download this from our toolkit](#).

Remember to use #YMusicMatters and #YMIScotland in your social posts, and to tag the Creative Scotland social channels.

- Instagram - @CreativeScots
- Twitter - @CreativeScots
- Facebook - @CreativeScotland

Assets and Images

We have a range of assets for you to use, including press images, social media graphics and videos. [You can download them all, including our 20th anniversary video, from our toolkit](#).

Submitting Content for the YMI Newsletter

We also send a dedicated newsletter about YMI activity. This features information about funding, projects, events and other youth music activities taking place across Scotland. To submit content for the newsletter, please email a member of the YMI team. You can find their details on the [YMI funding page](#).

You can sign up to receive the newsletter on the [YMI page of the website](#) - don't forget to encourage others to sign up too.

Contacting your MSP

Your MSP wants to show that they support their constituency, so get in touch with them, tell them why your YMI project matters and how they can support you and YMI more broadly.

You can engage your MSP by:

- Inviting them to an event - Invite your MSP to come and see a performance or a workshop, practice session or other activity. Aim to invite them two months in advance with a reminder one or two weeks ahead of the event taking place.
- Keeping in touch - Put your MSP on your mailing list so they never miss an update.
- Social media - Tag them in your tweets when you're sharing your YMI stories and updates, or ask your MSPs office if they can retweet your content.

Typically, your MSP might spend Tuesday to Thursday in Parliament and be in their constituency Friday to Monday.

If you'd like to write to your MSP, we've created a template for you to use. [Download from our toolkit.](#)

If you are unsure who your MSP is you can find out on the [Scottish Parliament website](#). You may also wish to consider contacting or inviting the regional list MSPs for your area.

Key Messages

Whether you're creating text for your website, chatting in person or writing to your MSP, you can use these key messages to help support the YMI 20th campaign:

1. Key Message: **Music brings joy, it has the power to change our emotions, make us happy and generally feel good about ourselves**

Taglines that can be used within YMI 20th Anniversary messaging - *Music Makes Us Feel Good, Music Creates Happiness*

2. Key Message: **Music creates safe spaces, resilience, and boosts overall health and wellbeing**

Taglines that can be used within YMI 20th Anniversary messaging - *Music Makes Us Feel Good, Music Creates Happiness, Music Develops Confidence*

3. Key Message: **Music can bring people together and build stronger communities**

Taglines that can be used within YMI 20th Anniversary messaging - *Music Creates Communities, Music Brings People Together*

4. Key Message: **Youth music can build careers, pathways, and sector development**

Tagline that can be used within YMI 20th Anniversary messaging - *Music Provides Pathways*

Contacts

If you have any questions about how to promote YMI 20th anniversary, contact:

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Scottish Government
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