

# Advocate Celebrate Communicate

**A GUIDE TO ACCREDITATION AND  
PROMOTION FOR OPEN FUND RECIPIENTS**

 Awarding funds from  
**THE NATIONAL LOTTERY®**



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## Show your support

More than ever, it's vital that we all take every opportunity to demonstrate the value and benefits of art and creativity, and the impact of public funding on the arts, screen and creative industries.

The grant you have received from Creative Scotland's Open Fund is made possible with funds from The National Lottery and Scottish Government. By accepting this funding, you have made a commitment to acknowledge this support publicly. By doing so, you help us to:

- communicate to audiences the role of The National Lottery and Scottish Government in public funding
- advocate for continued public investment in the arts, screen and creative industries
- celebrate the diversity of projects that have been supported by the public

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## Logos

One of the main ways to show your support is by using the Creative Scotland logo. It is essential that this is included on all your related information, marketing and publicity materials. The logo you use depends on the source of support and this will be indicated in the grant offer letter you've received.

If you have received National Lottery funding through Creative Scotland, please use the **Creative Scotland National Lottery logo**.

If you have received Scottish Government funding through Creative Scotland, please use the **Creative Scotland GIA (Grant in Aid) logo**.

If you have any questions about how to credit support, please contact: [marketing@creativescotland.com](mailto:marketing@creativescotland.com)

**Part of our role is to raise awareness of the value that the arts, screen and creative industries deliver to all our lives. We are keen to tell these stories and showcase the work of the individuals, organisations and projects we fund.**

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## News Releases

If you're planning to issue a news release or make any key public announcements about activity taking place with funding you've received through Creative Scotland, we ask that you share your draft release with us at least 48 hours in advance of publication.

This helps to ensure that:

- the funding is accurately referenced within the body of the news release and the correct logo is used
- the **Creative Scotland boilerplate** is added to the Notes to Editors at the end of your press release
- we are offered the opportunity to provide a supportive Creative Scotland quote
- reasonable time is allowed to plan co-promotional opportunities with you across Creative Scotland's channels and networks
- clashes with other cultural announcements are minimised
- where required, we can suggest media and press contacts you may wish to target

We're always here to advise on any questions you may have, so feel free to email us at [media.office@creativescotland.com](mailto:media.office@creativescotland.com) and we'll be glad to help.

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## Website

We can feature your work on our website through our Explore section – these are presented in a variety of ways, including written pieces, guest blogs, and video interviews.

Take a look at [creativescotland.com/explore](https://creativescotland.com/explore) for examples of the work that we do, and get in touch with [socialmedia@creativescotland.com](mailto:socialmedia@creativescotland.com) to discuss having your work featured.

Please note: we try to create balance of content across geography and artforms, and whilst we aim to showcase as much work as possible, unfortunately our small team only has so many hands.

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## Social Media

We have an engaged following on social media and love to share your work across our channels. Wherever possible, we amplify content that we are tagged in by sharing. We also support wider social media campaigns by posting content we are sent, and are happy to discuss the potential for more in-depth activities, such as takeovers and going live.

Please do send us information on your activities so we can share and create more in-depth content. It's also helpful if you can provide any supporting assets, such as images and videos (that we have permission to use, with full credits given). To discuss your plans, or suggest content for any of our digital channels, please email us at [socialmedia@creativescotland.com](mailto:socialmedia@creativescotland.com).

We ask that you tag Creative Scotland in any social media posts: **@creativescots** on Twitter and Instagram, and **@CreativeScotland** on Facebook.

If you have received National Lottery funding through Creative Scotland, where possible, please also tag **@TNLUK** and **@LottoGoodCauses**, using the hashtag **#NationalLottery**.

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## Newsletter

We issue a newsletter during the last week of each month. It features a broad range of activity from across the arts and creative industries including upcoming funding deadlines. Please do get in touch if you have content you wish to be featured:

[socialmedia@creativescotland.com](mailto:socialmedia@creativescotland.com)

Sign up for updates [on our website](#).

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## Opportunities

The Opportunities website can be used to advertise or search for jobs, workshops, funds, awards, residencies and other professional development opportunities across the arts, screen and creative industries. It is a great place to connect with creative people across Scotland.

It's a free service and really easy to use. Simply register as a user, upload the content and submit it to our digital team for approval.

You can find our Terms & Conditions at

[opportunities.creativescotland.com/home/terms](https://opportunities.creativescotland.com/home/terms).

Pending approval, the opportunity will go live on the site.

Your opportunity may also be included within a weekly tailored newsletter based on users' preferences. Check it out:

[opportunities.creativescotland.com](https://opportunities.creativescotland.com)

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## Our Creative Voice

Our Creative Voice is an initiative which seeks to increase interest in the arts and, importantly, encourage participation in artistic and creative activity across society. Whether you're part of an organisation or you're working as an artist or creative, we'd like you to get involved.

You can learn more about Our Creative Voice, download our fact files and read insightful case studies [on our website](#).

Follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

[Download our toolkit](#) for all the assets and information you need to get involved.



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