Shine On Shetland

Campaign Guide

What is **#ShineOnShetland**?

#**S**hine**O**n**S**hetland is a communications campaign, linked to the cost of living crisis, aimed at:

1) ensuring that the community knows what support and help are available in Shetland, and how to access it.

2) normalising and reducing the stigma around asking for, receiving and offering help and support.

While it is most relevant to those who are currently in need, it aims at capturing a wider audience which includes: those who are not currently but may need support in the future; those who may know someone who might need help; those who might not need help, but could do something to help. This audience cuts across all age groups and households as well as geographically.

The campaign will use social media, print, digital and location-specific media (e.g. Cinema, GP surgeries, Schools etc) to reach as much of this audience as possible.

What is **#ShineOnShetland**? - continued

The concept:

#ShineOnShetland uses the dark of the winter months as a metaphor for the hard times that are facing everyone amidst the rising cost-of-living.

The campaign uses different representations of light, both visually and in its use of language, to show that by coming together as a community to support each other, we can do more - just as the gathering together of lots of sources of light means a brighter, bigger glow in the darkness.

This is not just about the services that can help support people - it's about the community as a whole. Actions that might seem small, like checking in on a neighbour or sharing some information with someone who might be in need, is all part of Shetland working together to manage the impact of the current crisis on the community. The Shetland community (which includes services and voluntary orgs, as well as residents and neighbours) can light up the darkness for each other during these hard times – as it always has.

What is **#ShineOnShetland**? - continued

Key messages

- There are lots of people in need, and many more who will be in need, as the cost-of-living increases. We could all find ourselves struggling and in need of extra support.

- By supporting each other, as we always do, our community can make sure as many of us get the support we need.

- Shetland has lots of services and supports that could help many of us with the cost-of-living - and you or your loved ones could be entitled to them.

- This is about the whole community; sharing the campaign, passing on information, checking on neighbours, making donations, giving or receiving help is all part of how we will weather these difficult times.

What does **#ShineOnShetland** involve?

The primary media at the heart of #**S**hine**O**n**S**hetland is a **short film** (less than 90 seconds) which captures both the role of Shetland services and that of the community in supporting each other. This will be shown on social media, the webpage, in Mareel and in other community spaces with screens.

A **webpage** (www.shetland.gov.uk/costofliving) which centralises information about support and contains information about the campaign. This is supported by a **general phone number** (0800 030 8780), which is open to everyone (the general community and support staff) for advice on support. It will also be populated with **vlogs** from partner organisations.

A **leaflet,** printed and distributed to all Shetland households in November.

Social Media assets (which include a social media **graphic**, **animation**, **flyer** and **poster**) which highlight individual supports (Free School Meals, Attendance Allowance, Fuel Bank, Benefit Checks, St Ringans Hub etc). This will continue to be added to as more information about support becomes available. The hashtag #ShineOnShetland will be used to tag and track social media reach.

The above will be supplemented with print and digital adverts in local press and other press coverage and adverts in other public spaces (tbc).

What can I do to support **#ShineOnShetland**?

#**S**hine**O**n**S**hetland needs to reach as many people as it can. This will only be possible with the support of both support services, partner organisations and the community.

You can help by:

- Sharing the film
- Sharing social media posts
- Using the hashtag
- Recording a Vlog for the webpage
- Sharing the webpage and phone number.
- Suggesting supports and help for #ShineOnShetland to brand and promote.

Sharing the Film

Sharing the film will really help to spread the message of the #ShineOnShetland campaign.

How to share

Use this link to the film on the website **https://youtu.be/1eGAf4bXg3Q**
Use the hashtag to help us measure reach and find your post.
Include a link to the webpage, so it's easy for your audience to find help.
Post some accompanying text in your post that helps explain the campaign.

Suggested text
#ShineOnShetland is all about looking after each other: support services, neighbours, family and loved ones. We have so much we can share with each other.
www.shetland.gov.uk/costofliving

Or feel free to come up with something in your own words!

Sharing social media posts

By sharing #ShineOnShetland social media posts you are increasing the number of people who could see and respond to the campaign - increasing the likelihood of them using the webpage or recommending it to others.

How to share

Retweeting or resharing a post from another partner

- Add a few words of your own that communicate the campaign's relevance to your own audience and drive them towards the webpage eg. #ShineOnShetland has information about all the different kinds of help available, including our own *xyz*. Visit the website to find out if you or yours are entitled to more!

- Use the hashtag to help us find your post.

Sharing social media posts - continued

Sharing a #ShineOnShetland graphic/animation from your own platform

It's hard to stand out on social media!

Your post is fighting against all the other content on people's feeds and that platform's algorithm. Using graphics or video content is a great way to catch your audience's eye and stop the scrolling. However, for this to be effective, the graphic needs to be striking and clutter-free - this means using as little text as possible. Too much text is not only hard to read (especially on a phone screen) but takes too long to read when someone is scrolling through their social media. The graphic's job is to stop the scroll, grab attention and engage the viewer long enough that they then read the details of your post - which should be held within the accompanying text, above your graphic.

To increase the likelihood of 'stopping the scroll' #ShineOnShetland's social media graphics rely on a short question and answer format, in large text in brand colours (e.g. Are you worried about energy costs? The Fuel bank can provide financial support.), with certain words bolded e.g. **energy costs, financial support**) to capture the 1-2 second glance our social media will get in a person's feed. Further details on the support, including how to access it, are included in the accompanying post text.

- You can simply share the #ShineOnShetland graphic, with the suggested text (included in the resource pack) or...
- You can put together your own graphic, following the above template, adding words of your own in the accompanying text post. This will be useful if you think that your audience will respond to a particular question or words. All the media assets will be provided in the resource pack.
- If appropriate link to the #ShineOnShetland webpage.
- Use the hashtag to help us find your post!

Support Services Vlogs

A short video of the faces behind the support can help humanise services and reflect that they are part of the community too. If you're nervous or anxious about looking into extra support, a friendly face can make all the difference. #ShineOnShetland want to feature the faces behind Shetland's support services on its webpage and share them on social media.

Guide to creating a vlog for #ShineOnShetland

1. Who are you? Introduce yourself (first name only) and say what service you work for.
2. What does your service do? Outline what your service does in general.
3. How can we help you? Outline any specific support that your service can help with that are particularly relevant to the current cost of living crisis.
4. Who do we help? Say if there is a particular demographic you are restricted to supporting or that you would particularly like to get in touch.
5. What can I do to help? Can people do anything to help your service, if they don't need help themselves? Donations, volunteering or even just passing on information to people who might need it. Let them know!
6. How to get in touch: Finish with where you're based and all the ways to get in touch – and ask viewers to share this video widely.
7. And finally….leave a short gap and record yourself saying 'Shine On Shetland' – this will be really useful for little shorts we can use on social media.

Support Services Vlogs - continued

Tips for recording

1. Recording on your phone is fine! Or through your laptop. Just try to make sure whatever you use is steady and you are in the centre.
2. It's fine to record your vlog with a colleague.
3. There is a lot of information on the website about support available and lots of different services, complete with acronyms etc. The vlogs are intended to humanize the services, and communicate that this is all about people helping people (rather than faceless services and complicated forms). So it's really important to smile and think about sounding as warm as you can. Think about how you'd speak to a friend about the service, rather than how you would present at a work event.
4. Use plain English, but also friendly language. Use 'you' or 'your family' rather than 'service user' or 'vulnerable groups'.
5. These videos will be short (preferably around 30 seconds and no more than a minute), so think about how to share enough, but not too much. There will be cards inserted throughout the video to guide the viewer through (e.g. 'What does xyz do?' How can xyz help me?' 'what can I do to help?' 'How do I get in touch?' etc.) and this will help with making this clear and straightforward to understand.

Suggesting support and services for the campaign

If there is a service or support you think should be featured in the #ShineOnShetland campaign, then get in touch with details of what it offers, who it’s for and how to access it.

Contact details - costofliving@shetland.gov.uk

#ShineOnShetland brand guide

Colours

#117850 **rgba(17,120,80,255)**	#204546 rgba(32,69,70,255)	#102c47 rgba(16,44,71,255)	#070e17 rgba(7,14,23,255)
#feeda7 **rgba(254,237,167,255)**	**#fef4cc** **rgba(254,244,204,255)**	**#fefae7** **rgba(254,250,231,255)**	

Font

Google/canva font:
Be Vietnam

If unavailable/Microsoft font:
Tahoma

Logo

Shine On Shetland

Shine On Shetland

Shine On Shetland

Shine On Shetland

swoosh

#ShineOnShetland