

SCREEN SCOTLAND
SGRÌN ALBA

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

Accreditation

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 Screen Scotland's is made possible with funds from either the Scottish Government and The National Lottery. By accepting this funding, you have made a commitment to acknowledge this support publicly.

By using the appropriate logo, you also help us to:

- Communicate to audiences the role of Screen Scotland and the Scottish Government/The National Lottery in public funding
- Highlight the work of Screen Scotland
- Advocate for continued public investment in screen
- Celebrate the high quality and diverse projects that have been supported by Screen Scotland.

Logos

The funding you have received from Screen Scotland is made possible with support from the Scottish Government or The National Lottery. As part of your contractual agreement, it is essential that you use the appropriate logo in all your key promotional materials related to your production or project. This includes end credits, press releases, brochures, programmes, posters, advertising and any other display materials used to publicise the production or project. Key audio-visual and digital materials such as websites, trailers, presentations and videos should also display the logo.

Contracts may not be considered complete and payments could be delayed or withheld unless the correct acknowledgement is made.

You can find logos and guidance on our [website](#).

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 Screen 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 Screen Scotland boilerplate** is added to the Notes to Editors at the end of your press release
- we can offer a supportive quote if appropriate
- reasonable time is allowed to plan co-promotional opportunities with you across Screen 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 and we'll be glad to help.

Website

The News section of our website is dedicated to sharing the latest announcements within the screen industry while also providing a space to share more in-depth screen related feature stories including written pieces, guest blogs, and video interviews. Take a look at [screen.scot/news](https://www.screen.scot/news) for examples of the content we publish to this section of the website.

If you have a screen focused story or announcement that you think would be relevant to our audience, we are open to discussing it with you further and featuring it on our website.

Social Media

We have an engaged following across social media and love to share the work of individuals, organisations and projects that Screen Scotland supports across our channels.

Wherever possible, we aim to amplify content that we are tagged in, through sharing, liking and retweeting. We also support wider industry news, announcements, and social media campaigns, and are happy to discuss the potential for more in-depth activities such as Instagram takeovers and Twitter chats.

We ask that you tag Screen Scotland in any social media posts using the relevant handles: **@screencots** on Twitter and Instagram, and **@ScreenScotland** on Facebook and LinkedIn.

If you have received Lottery funding, please also tag **@TNLUK** and **@LottoGoodCauses**, using the hashtag **#NationalLottery**.

Newsletter

Our monthly newsletter is issued on the last Tuesday of the month. The newsletter is made up of announcements, industry opportunities and research updates from across Scotland's screen sector.

We can link to your activity direct from our newsletter, or we can discuss putting together a web feature which we can then link to.

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

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://creativescotland.com/home/terms).

Pending approval, the opportunity will go live on the site. Your opportunity may also be included within a weekly tailored e-newsletter based on users' preferences. Check it out: opportunities.creativescotland.com

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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Please note: due to COVID-19, Screen Scotland staff have been working from home since March 2020. This has affected our phone services and we ask that at this time, for any queries relating to our complaints process, please contact us by email in the first instance via enquiries@creativescotland.com

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