Blueprint for Local Government

DIGITAL TOOLKIT: September 2020

Introduction

COVID-19 has changed the way we live. While we will continue to meet the challenges brought about by the pandemic, Local Government is re-building around an ambitious vision for Scotland's future - one based on the empowerment of people and communities.

This materials included in this digital toolkit are intended to support Councils and Councillors to highlight and publicise the huge amount of work being carried out, to engage communities across Scotland and to capitalise on the increased focus on, and appreciation of, the work of councils during the pandemic.

Logo

The logo, available in both purple and white, incorporates the names of all of Scotland's 32 Local Authorities. The circular shape illustrate the key messages of the Blueprint: that Councils are working all day, all year and throughout our lives in all aspects of our communities (click on the logos to download online)

#EssentialEveryday

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Objectives

- To promote Local Government
- To reflect the essential services carried out by Local Government, both during the Covid-19 pandemic and going forward, to support communities, people and businesses
- To publicise the key messages from the Blueprint to different demographics
- To highlight local success stories
- To engage communities across Scotland and capitalise on the increased focus on and appreciation of the work of Local Government during the Covid-19 pandemic

Key Messages

The campaign hashtag is: **#EssentialEveryday**

The Blueprint covers six key themes, each of which will have its own set of assets:

- **Strengthening Local Democracy**
- **Funding Services and Communities**
- **Wellbeing (including Health and Social Care)**
- **Children, Young People and Education**
- **Economy and the Environment**
- **Supporting Vulnerable Communities**

During Covid-19, the hashtags **#CouncilsCare** and **#CouncilsAct** were used daily on social media to highlight the huge efforts being carried by Council staff across Scotland.

Building on the success of these hashtags, similar terms describing the extensive role of Councils will be used throughout campaign materials. For example, within the Wellbeing theme, #CouncilsCare could be used along with #CouncilsSupport or #CouncilsEngage.

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Campaign Assets

Social media graphics and videos are available for each key theme. Graphics are also available as .ai files should Councils wish to customise them with their own text and logos.

Click on the following social media graphics to download them:

Twitter/Facebook Header

Twibbon

Email Signature

'Scotland's Councils' Images

Council workers are at the forefront of delivering services to communities – keeping you and your neighbours safe and well

#EssentialEveryday

Councils work closely with Trade Unions to ensure employees are empowered, enabled and protected to do their jobs safely both locally and nationally

#EssentialEveryday

Council workers continue to work tirelessly every day to provide essential services for everyone

#EssentialEveryday

Councils work closely with their voluntary and private sector partners to put communities first and to serve communities

#EssentialEveryday

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A short slideshow featuring these six themes can be viewed and shared at:

https://spark.adobe.com/video/JuOT3mt4mOAxH

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