



Getting your message across

Tips and tools for using social and traditional media to promote your community group and activities



Join in, feel good

Getting your message across

WHY?

If you're involved in a community conservation group it can be beneficial, and often essential, to raise awareness about the great work that you're doing. You might do this for a number of reasons:

- To keep your members and volunteers up-to-date and involved with the group's activities
- To celebrate your group's landmarks, anniversaries and achievements
- To attract new members
- To mobilise support from the wider community
- To gain credibility with organisations that may support you, e.g. the local council or funding agencies
- To generate a 'buzz' and general feel-good factor about the group and the difference that you're making to the lives of everyone involved and to the local environment

HOW?

How you get your message across will depend on what you want to say, and what is the most appropriate media to say it. Increasingly this is online through the multitude of social media channels and platforms such as Twitter, Facebook and YouTube etc. But this isn't to ignore the traditional media of newspapers, magazines, radio and TV, as many people still rely on these sources for much of their news. And of course there is increasing crossover between social and traditional media e.g. most newspapers have an online presence.



What's the difference?

In simple terms the strength of social media is that you have a large degree of control, so you can post your own news, views, photos and videos - immediately if necessary. Social media is flexible and you can get across the information that you want, when you want. And social media is designed for building and maintaining relationships and two-way conversations, which for a community group can include your members and supporters. With traditional media you have less control and you have to operate within its 'rules' and timescales, and there is much less of a conversation. Nevertheless, traditional media still has its positive aspects and it can be a boost for your group to be featured in the local paper, radio, or even on the telly!

What's best for you?

Which media your group should use will depend on various factors including your target audience(s), what you want to achieve, the skills people have within your group, and the time they have available. There is unlikely to be one single means of communication suited to your group's needs - you may use different media and tools at different times for different purposes.

This guide highlights the common media outlets, tools and platforms available - what they are, how to use them, plus their particular advantages and disadvantages in promoting your group.



Social Media

The term social media is so commonly used today it's maybe worthwhile reminding ourselves what it actually means. Put simply, social media are internet based tools and channels that allow people to create, share or exchange information, ideas, photos and videos.

Today, most people use some form of social media in their work or personal lives to share news and keep in touch with colleagues, friends or family. And organisations of all sizes use social media to communicate with their customers, members or supporters. For community groups, using social media gives you the means and opportunity to interact with hundreds and potentially thousands of individuals and organisations. You can use that opportunity to help influence how those individuals and organisations can interact with you, and support your group's aims and activities.

SO, WHAT COMMON PLATFORMS OR TOOLS ARE AVAILABLE?

- Share mini messages via Twitter
- Connect with people using longer posts on Facebook
- Use a blog to provide regular updates or personal perspectives
- Record and share videos through YouTube or Vimeo
- Share pictures on Flickr or Instagram
- Tell your group's story through your own website

HAVE A SOCIAL MEDIA STRATEGY

For any group or organisation to successfully use social media, it needs to have some kind of a strategy in place - it's easy to get excited about the tools (how) and not concentrate on the aims and objectives (why).

THINGS TO THINK ABOUT BEFORE YOU START:

- What is the overall purpose of your social media activity? Is it to raise awareness of your group's work, or to build relationships and gain the views of your volunteers and supporters?
- Who are you trying to reach through social media? This will have an impact on which tools you choose.
- Does content need to be checked before publishing?
- Evaluation - how are you going to monitor how successful your activity is?
- Try not to make your strategy specifically about what tools you will be using. After all, social media sites come and go and what is popular today might not be next year. Instead focus on your behaviour, activities and purpose.

Once you have drafted your strategy - it shouldn't be longer than a side of A4 paper - you can move on to assess what tools are best to use.





Using Facebook

Facebook is a social network service and website where users create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. The growth in the number of personal profile users has prompted businesses, charities, celebrities and brands to also use Facebook as a platform for their communications and marketing needs. Your community group can do likewise! Facebook has accommodated this through the creation of Facebook Pages which are like Facebook profiles in layout and functionality, but for businesses and organisations, large and small.

Many community groups now have their own Facebook Page to keep members and supporters up-to-date with the group's activities and forthcoming events, report on what's happened etc. The content is posted by page administrators appointed from within the group. Facebook users 'Like' your page and add it to their own personal Facebook profile, which in turn will be seen by friends and colleagues who visit their profiles.

ADVANTAGES OF FACEBOOK

- Facebook Pages are free, allowing a cost effective way of engaging with your audience.
- Given the large number of users, you have access to a ready-made audience.
- Facebook updates are quick, allowing you to connect with your followers at the click of a button.
- You can build on the online presence you may already have through your website/blog/Twitter account.
- It shows openness and that you're happy to engage in a public way with your potential audience.
- There is a knock-on effect of friends 'Liking' pages their friends also support. It not only increases the size of the community your group is connected to, but is an online way of increasing public awareness of your group.

- The functionality of Facebook Pages such as the ability to upload pictures and videos, schedule and invite those who Like your page to events and start discussions, means it offers a dynamic relationship with your audience.

DISADVANTAGES OF FACEBOOK

- It can take time to set-up your Facebook Page and ensure you are making the most of the applications available to connect your other social networking presences together.
- You need to have the resources (people/time) available to ensure you can populate your page with regular content and take part in conversations.
- It can be slow to build up your online presence on Facebook, particularly if you don't spend the time connecting with those in similar fields and promoting your page to people who would possibly like it.
- You need to get your tone correct on Facebook, as it's a lot more casual than it would be on a website or in a press release.
- You need to ensure that anyone representing your group through your Facebook Page is respectful to your audience and does not leave you open to rebuke.



PROMOTING YOUR FACEBOOK PAGE

Directly from Facebook

There are numerous ways you can encourage people to start Liking your Facebook Page, directly from the page itself.

- Adding the page as a 'favourite' to any other pages you may be an administrator of.
- The most common way to get people to start Liking your page is through suggesting it to friends. When people Like your page, they add it to their own personal Facebook profile, which in turn will be seen by friends who visit their profiles. Your page will also appear in the search results of Facebook if people search organically for either your page name or something similar.
- You can also promote your Facebook Page on your website (if you have one) through adding a Facebook 'Like' box.

Other ways to promote your page

- Send out an email to contacts promoting your Facebook Page presence.
- Tweet about your page - those who follow you on Twitter should also connect with you on Facebook.
- Word of mouth.
- Include the page's existence on your group's email signature.



WHAT TO POST?

Post a variety of posts to keep your content interesting and engaging.

Comments show an interest in your posts, so you can show that you appreciate this by replying. It adds a human touch and encourages loyal followers.

- The more eye-catching posts spark peoples' interest and encourages them to comment.
- Make sure you share fun posts as well as informative ones to mix up your content. These posts are often shared too, spreading your message further.
- Embedding photos and videos adds an important visual element.
- Share news or other interesting pages e.g. from supporters or partner organisations. This means it's not all about you. Sharing other pages' posts encourages them to share your posts on their pages - sharing is caring!

REACH AND ENGAGEMENT

You can find your page's reach and engagement figures on the Insights tab.

- Reach measures how many people have seen your post.
- Engagement figures indicate interactions like clicks, comments, Likes and shares.

The two are interlinked - a low reach means not many people can see your post, so your post won't have high engagement. But remember that even if you have a high reach, the content needs to be interesting to get the high engagement!



Using Twitter

Twitter is a service where you can post very short messages - up to 140 characters including spaces, which are generally published for all to see on the web. These messages, known as 'tweets', can be anything from updates about what your group is doing, to the sharing of interesting links or the asking of questions. You can add more information within a tweet, such as links to websites containing deeper context about your message, and embedded media such as photos and videos.

CREATING A TWITTER ACCOUNT

The first thing you need to do to get started in the world of Twitter is to open an account. For this, you just need a valid email address and follow the simple steps to set up your account. You will be asked to choose a username which identifies you, starting with the @ symbol. Choose a short username to minimise the characters used in your tweets.

POSTING A TWEET

When you open up your Twitter page, click on the top right box 'Tweet', and compose your message in the box marked 'What's happening?' As you type into the box you'll see the character counter going down - remember you only have 140 characters to play with!



When you are happy with your message, click on Tweet and it will be published – it's that simple!

COMPLETING YOUR PROFILE

To help people find you, and to know who you are when they do, it's a good idea to fill in your profile. It sort of sells you, and why you are worth connecting to on Twitter.

FOLLOW PEOPLE

You can choose to track what other users are saying on Twitter and receive their tweets, which is called 'following'. Likewise, if people find you interesting, they are likely to follow you in return, so increasing your audience.

ADVANTAGES OF TWITTER

- Tweeting is free, allowing a cost effective way of engaging with your audience.
- Your audience may already be on Twitter, and expect you to be reachable via this platform.
- Messages can be spread virally incredibly quickly.
- Network efficiently with large groups of people.
- It provides instant two-way communication with your audience.

DISADVANTAGES OF TWITTER

- Shortness of the medium means it can be hard to get a complex message across.
- Value of the tool is in the size of your network and the early days can be hard going building this up.
- Can be an incredible time-sink and is easy to get distracted.

PROMOTING YOUR TWITTER ACCOUNT

Consider your tweet

Try to remember when you're tweeting in your group capacity rather than in your personal or professional capacity.

Your approach

Twitter is an informal, chatty medium and make sure your approach reflects this - occasional amusing tweets are a good way to do this.

Hashtags

Hashtags are a great way of joining up conversations. Put a # symbol in front of a keyword to make it easily findable and trackable. Find out what hashtags other people use in your area of interest and join in!

@

If people help you always thank them by sending them a reply. It's easy to do - just stick the @ symbol in front of their username in your tweet.

Retweeting

If someone says something interesting or useful, why not retweet it to your followers? Just click the link to do so on their tweet. It helps spread good information quickly! And if you get in the habit of retweeting what others are saying, they will hopefully do the same with your tweets.

Promotion

Promote your Twitter account by linking to it from your website (if you have one) and any other promotional material you have.

Have fun!

Above all, HAVE FUN! Twitter is a light-hearted medium and shouldn't be something that stresses you out. If you aren't enjoying it, perhaps it's not the right social media tool for you.

YouTube and Vimeo



Video can be an incredibly powerful medium to get your message across. Posting short videos of your group's activities in creative, funny or moving ways can be a great way to communicate.

WHAT IS VIDEO SHARING?

- Video sharing refers to websites or software where people can distribute their video clips to a wide audience.
- You can upload your video to a video sharing website such as YouTube or Vimeo. YouTube is by far the most popular video sharing site, whilst some people prefer Vimeo for its particular 'look and feel'. Other options include Flickr, so the choice is yours.

WHAT YOU NEED TO PRODUCE A VIDEO

Camera

Relatively cheap video cameras are available which can produce high quality videos. Alternatively, you can use the movie mode on a standard digital camera, or a mobile phone which are increasingly capable of great results.

Tripod

Useful to prevent camera shake and wobbly pictures, so ensures your videos look as professional as possible.

Microphone

Be prepared for any background noise or quietly spoken interviewees by getting them to wear an external microphone.

Editing software

Window's Movie Maker (for PCs) and Apple iMovie (for Macs) are easy to use examples of free editing software. Another option is Adobe Premiere Elements, available for both PCs and Macs.

YouTube/Vimeo or similar account

To share your videos quickly and easily.

LIGHTS, CAMERA, ACTION!

Here are some simple tips on creating good video content. Remember - the more that you do, the better you'll get at it!

Camera

Be familiar with your camera or mobile phone and what it can do - in particular how to control the audio levels.

Shooting plan

Prepare a shooting plan or storyboard before you start recording to keep your filming focussed on your message, and to keep the viewer's attention.

Preparation

Fully charge the battery. If it's an interview, write down some questions beforehand and give interviewees a brief overview of what questions you intend to ask so they can prepare a response.

Framing the shot

Take time to frame your shot and pay particular attention to the background, especially when interviewing someone. Unless you deliberately want some action to be happening in the background e.g. volunteers working away, avoid anything that may be distracting to the viewer. If necessary change your camera position.

Tripod

Using a sturdy tripod will keep the camera steady and make your video look more professional. Dedicated video tripods include a handle and video head so you can move the camera smoothly from side to side (panning) or up and down - if you want to depict width or height in a scene. If possible avoid using a light, flimsy tripod which may not provide a steady platform for the camera.

Sound

The quality of the sound (audio) can make or break a video. When interviewing, the closer you are to the subject the more likely

you will capture good sound. If possible use an external or clip/lapel microphone for interviews. Be aware of intrusive background sound such as the steady roar of a busy road, and if possible move to a quieter spot for recording. And, adding music to the soundtrack when editing can **dramatically** enhance your video. There are many online companies providing cheap, or even free, music which can be used without infringing copyright laws.

Lead-in

Before someone starts speaking, allow a few seconds of lead-in recording time which will help when it comes to editing.

Cut!

Be prepared to take several, or multiple, takes of the same scene to get it right, e.g. if someone keeps fluffing their words.

Keep it short

The shorter the video, the easier it is to digest. The current default limit for videos uploaded to YouTube is 15 minutes although most are far shorter – just a few minutes.

Descriptions

If you're uploading your videos to YouTube, Vimeo or another hosting website, ensure you give them descriptive names so that people can easily tell what your video is about.



ADVANTAGES OF VIDEO

It's an increasingly easy and cheap form of communication.

- With a few pointers on basic shooting and editing, most people can produce a web video of a watchable standard.
- It's more vibrant, interesting and shows that your group is actively seeking to use more innovative methods to engage with the public.
- By uploading videos to YouTube or Vimeo you are allowing people another way of connecting with your group, as they can leave comments on the content of the videos.
- You should blend the use of video with other online engagement to give people options on how they want to consume information. People now expect to have this choice so it's good if you can meet these expectations.

DISADVANTAGES OF VIDEO

- Not always accessible to those with small bandwidth, as file sizes can be large and loading times long.
- Can be time-consuming if you are filming it yourself. And bear in mind that the editing can take considerably more time than the actual filming.
- Takes longer to process and upload than text and graphics.

PROMOTING YOUR VIDEOS

Here are some tips on promoting your videos:

- Search for people you know on your chosen website and make them your friends
- Share your video with your friends
- Send links of your video from Twitter and Facebook
- Email video links
- Create a link on your group's website

- Make the title and description as unique as possible
- Keep the video between 30 seconds and 2 minutes in length to get the message across - it will also be replayed more times
- Tag and categorise your video
- Respond to people's questions and comments on your videos
- Put several related videos together in a playlist.





Blogging

Blogs (from weblog) are a form of online commentary or diary where you can share your views on life, the universe and anything else that takes your fancy. For the members of a community group this may include accounts of group activities, commenting on the seasonal changes at your site, highlighting the wildlife to be seen, or expressing what you have gained from being part of the group e.g. has being in the group changed your life? So, blogs can add a personal perspective to your group's communications.

Like many aspects of social media, regular blogging requires an investment in time. Whether enough people will read your blogs to reward that investment is something to consider, although simply writing the blog to express your thoughts and feelings may be reward enough for you.

CONSIDERATIONS ABOUT BLOGGING

What exactly is the purpose of your blog?

Is it simply another way to post group news and updates, or is it also a platform for your members to express themselves?

Choose your platform

Blog engines act as content management systems, allowing you to concentrate on the content while the engine does all the hard work for you. Blogger, WordPress and Tumblr are all examples of these.

Authenticity

Your blog has to represent your voice, so make sure it represents your ideas and your style.

Regularity

You don't have to post three times a day, but it helps if you do so on a regular basis.

Responsive

To keep people engaged, respond to their interactions with you, so reply to any comments as soon as you can.

Integrated

Use your other social media tools to share your blogs.

Bloggers block?

If you're struggling for something to blog about - review something! Blogs are great for reviewing books, films, TV programmes, websites - anything that may be of interest to your group's members and supporters.

ADVANTAGES OF BLOGGING

- Inexpensive or free.
- Adds a personal flavour to your group's communications.
- Exchange ideas and viewpoints with others and strike up a rapport.

DISADVANTAGES OF BLOGGING

- Can be time-consuming.
- You need to be aware of potential legal issues in what you say.
- Can lead to pressure to produce regular content.



Website



Create your own website

As previously outlined, most social media is conducted through established websites and online platforms – Facebook, Twitter, YouTube etc. In addition to using these, you may also consider creating your own website where you can bring together the different elements of your group’s story - its history, aims, activities, events calendar, photo galleries, members’ blogs, and group contact details. It can include links to the social media outlets you use, and you can also provide links to the organisations that support you, or any other sites that you think are relevant to your group and may also be of interest to your site’s visitors.

It obviously helps if there is someone within your group who is web-savvy and can build and maintain your site and act as your ‘web-master’ to add new content and keep information up-to-date. Even if you don’t have anyone in your group with the technical skills it’s still easy to get your group online. Groups who pay the membership fee to TCV’s Community Network can access a simple website template where they upload their own information and photos. The website is hosted by TCV, so there are no additional site hosting fees.

As with many aspects of social media it can be time consuming to regularly update your website, but try to do so as often as possible to keep the content fresh. If you haven’t added any news or updates for several months (or years!), visitors to your site may assume the group is no longer active. Your website may be the first, or only, engagement some people have with your group, so it’s worth maintaining!

Using Social Media - what next?

Hopefully you will now have a good understanding of some of the popular social media tools, how they might work for your group, and how to get the most out of them. However, it's important to remember that you don't have to use them all - you might concentrate your efforts on just one or two.

There is only so much that can be covered within a guide such as this and by far the best way to improve is to get stuck in and try things out. Don't be afraid of making mistakes. Social media is still a new environment for many and not one that everyone gets right first time.

The key thing to remember is that success in social media is very rarely a technical issue, but often one of culture and approach. The world of social media is all about:

- Openness
- Transparency
- Collaboration
- Co-operation

By ensuring you embrace these values in your online interactions, you should find that your social media strategy will be a successful one!



Traditional Media

Despite the rapid rise of the internet and social media, there's still a place for getting your group's message across using the mainstream or traditional media of newspapers, magazines, radio and TV. In particular your local media needs good news stories of what local people and groups are doing.



WHAT IS NEWS?

Here's a list of different types of stories, and key information, that your local media would like to hear about:

A group or volunteer wins an award

- What was the award for?
- Who won it?
- What kind of awards are they? (local/regional/national)

A visit from a local dignitary or celebrity

- Who was it?
- Was the visit to mark a particular occasion/event?
- What did the visit entail?

The group holds an event

- What was the event?
- What was the aim?
- Who attended?

SOME GENERAL TIPS ON WHAT MAKES A GOOD LOCAL NEWS STORY:

- **Local** – the story should be relevant to your community. For example, a clean-up day in the local park.
- **Human interest** – the story should demonstrate a difference made to someone's life. For example, a volunteer who has gained new skills and life chances, or someone who has significantly improved their health.
- **New** – the story is about something that hasn't been done before. For example, a new community garden is being opened, or a new volunteer group is being launched.
- **Old** – the story highlights a link to the past. For example, a traditional method of woodland management is being used/revived, or an old building or structure is being restored.
- **Bigger picture** – the story of your local event is linked to something bigger such as a national campaign or international day of action. For example, a tree planting session is taking place as part of National Tree Week, or your group is taking part in International Climate Change Day.
- **Rarity value** – the story celebrates something rare or unique. For example, a member of your group discovers a rare butterfly or plant, or your group is conserving a special habitat.

ATTRACTING THE MEDIA'S ATTENTION – WRITE A PRESS RELEASE

The standard way to attract media interest is by sending out a press release. This should include all the necessary information about your event and why it's important or interesting enough for it to be covered. Your release can either be an invitation to an upcoming event, or it can be an account of something that's recently occurred.

A PRESS RELEASE TEMPLATE IS PROVIDED BELOW

PRESS RELEASE DATE [Headline]

The headline of your press release should grab the attention of the journalist and highlight what the event is about:

“MIKE KANE, MSP, JOINS GREEN GYM VOLUNTEERS IN SCYTHING SESSION”

[First paragraph] The first paragraph should include the most relevant information ie who, what, where, when and why.

“Mike Kane, Member of the Scottish Parliament for Aberdeenshire, is joining local volunteers for a Green Gym session at the Sunnyside Nature Reserve on Thursday 6th August, where they will be getting their hands dirty and the pulses racing whilst transforming the area.”

[Second paragraph] The second paragraph should expand on the information provided in the first paragraph and include extra information about what the event will involve and who will be attending:

“Mike Kane will get stuck in with the Sunnyside Green Gym volunteers and take part in a scything session to cut the long meadow grasses and allow the area’s wildflowers to flourish. This is just one of many traditional techniques being used by the volunteers to conserve this important wildlife habitat, renowned for its diversity of plants, birds and animals.”

[Third paragraph] Include a quote from a group representative:

Emma White, Co-ordinator of Sunnyside Green Gym, said: “We’re delighted that Mike Kane, MSP, is joining us to see at first hand the great work our Green Gym volunteers are doing to conserve our native wildflowers. Sunnyside Nature Reserve is also a wonderful resource for the community and is used and enjoyed by residents of all ages, from toddler nature classes to ‘50 plus’ walking groups.”

[Fourth paragraph - optional] Add any further information such as any other organisations involved, or more detail about the wider aims and objectives:

“Green Gyms are fun outdoor sessions during which instructors guide volunteers in practical environmental activities, such as tree planting, creating footpaths and maintaining woodland habitats. As well as the ‘green’ benefits, the emphasis is very much on health and fitness with volunteers warming up and cooling down before and after a range of activities, designed to suit all abilities. In fact, almost a third more calories can be burnt in some Green Gym sessions than during an average aerobics class.”

Ends

[For further information] Provide mobile and email details of the relevant group contact person.

[Photo opportunity] Provide time and location for photo opportunity.

[Notes to editors - optional] Provide general background information about the group e.g. its aims, major funders, plus any key statistics.

Photos

If you're inviting journalists/photographers to an event, be sure to organise a good photo opportunity – something eye-catching that illustrates or sums up what the event is about. A visit from your local MP may be important to you but that alone is not a good photo opportunity. Can he/she be pictured doing something interesting with your volunteers?

If you're sending a release of an event that's happened, attach two or three good photos, which will increase the chance of your event being covered. Hopefully you have a keen photographer in your group, or maybe you can enlist someone from the local camera club. Include a caption for each photo, with the names of the individuals featured, plus the name of the photographer so he/she can be credited if possible.



Picture this

It's worth stressing the importance of using images to help tell your group's story. Whichever media you use, it will be greatly enhanced if you add photographs. Posts on Facebook and Twitter are more likely to be noticed and read if you add a striking photo, and photos will enliven any blog, website, leaflet, report or newsletter. You can upload and share large numbers of photographs on photo sharing sites such as Flickr and Instagram. And, if you send journalists a press release about your event, it's more likely to be used if accompanied by some good photos, or has a good photo opportunity available.

It's true: a picture paints a thousand words – but only if it's good enough!

So, what makes a good photo?

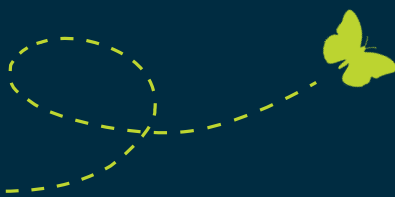
- There's an old saying in photography that if your photos aren't good enough, you're not close enough. So, don't be shy – get in close and fill the frame with your subject.
- Take time to frame your picture – move around to discover the best composition and lighting, e.g. to avoid shooting into the sun.
- When photographing people, especially groups, it's often necessary to direct or pose them in the best position and looking towards the camera to achieve good eye contact. These photos will obviously look staged but that's far preferable to a group of people looking in different directions, some possibly with their backs to the camera. Take control!
- Use any available props such as tools, equipment, plants or materials which can add meaning and context to the photo. Props are also useful because they give people something to do with their hands!
- Avoid busy or cluttered backgrounds which can be distracting to the viewer – try to keep backgrounds 'clean'.
- When photographing children, get down to their level.
- If you're photographing a large group of people try to avoid them standing in a long line as if they're facing a firing squad! Can you arrange them closer together by having some positioned lower at the front, or can you place them at different heights e.g. standing on steps?



- Most photos are taken with a level horizon but why not try some shots at different, even wonky, angles to add impact to an otherwise ordinary scene.
- A handy feature on most cameras is 'fill flash' which fires a small amount of flash creating a little sparkle or 'catchlight' in peoples' eyes. On bright sunny days a small burst of flash also helps fill in harsh shadows on peoples' faces.

Other points to bear in mind

- Most cameras today, even cheap models, are capable of taking high quality photographs. Smartphone cameras are getting better all the time and are usually fine for most purposes, and are obviously ideal for sharing photos online. However, 'proper' digital cameras may still have the edge if photos are required for high quality reproduction e.g. large photos in a printed magazine or on a display panel.
- If you're photographing an important or unusual event make sure you have spare batteries and memory cards.
- To avoid camera shake and blurry pictures, hold your camera/phone **steady** and press gently – **don't jab!**
- When photographing people, particularly groups, take several or more photos to reduce the chances of someone blinking or looking out of shot.
- It's important that you have the consent of anyone being photographed, or the consent of parents or the adults in charge of children or vulnerable adults you wish to photograph.



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This guide has been produced with support from



Scottish Natural Heritage
Dualchas Nàdair na h-Alba
All of nature for all of Scotland
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