

# A guide to promotion for CIF recipients

As stated in the Terms & Conditions of your award, it is essential that Urras Oighreachd Ghabhsainn is credited on all your related project information, marketing and publicity materials, this includes social media activity, press releases and posters. If you have any queries about how and when to credit UOG, please contact [comms@uogltd.com](mailto:comms@uogltd.com).

## PRESS 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 UOG's Community Investment Fund, we ask that you share your draft release with us at least 72 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 Urras Oighreachd Ghabhsainn boilerplate is added to the Notes to Editors at the end of your press release
- we are offered the opportunity to provide a supportive UOG quote
- reasonable time is allowed to plan co-promotional opportunities with you across UOG's channels and networks
- clashes with other funding announcements are minimised

Where required, we can suggest 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 [comms@uogltd.com](mailto:comms@uogltd.com) and we'll be glad to help.

## 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 social media activities. 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). We ask that you tag UOG in any social media posts regarding your CIF funded project: @urrasog on Instagram and Facebook.

## WEBSITE

We can feature your work on our website through our News and CIF sections. Please keep us updated with progress of your project and where we possible we will share news and accomplishments on our website, [www.galsontrust.com](http://www.galsontrust.com). If you have your own website, we ask that you credit UOG and include our logos.

## NEWSLETTER

We issue a quarterly newsletter which features a broad range of UOG activity from across Galson Estate and we always include CIF updates. Please do get in touch if you have updates on your project you wish to be featured: [comms@uogltd.com](mailto:comms@uogltd.com). You can subscribe to our newsletter on our website. If you send out your own newsletter, we ask that you credit UOG when sharing news on your CIF funded project with your subscribers.