

VACMA VISUAL ARTIST & CRAFT MAKER AWARDS

#VACMAScotland

PROMOTING THE PROGRAMME

More than ever, it's vital that we all take every opportunity to demonstrate the value of arts and creativity, and the impact of public funding on the arts, screen and creative industries. We are keen to work with you to continue promotion of this Visual Artists and Craft Makers Awards (VACMA) scheme by raising the profile of the fund to artists and makers in your area, providing clear information to applicants and telling their stories.

HOW WE CAN WORK TOGETHER TO PROMOTE THE FUND

Press

We will issue a national press release announcing that the VACMA programme has opened for applications across the country. We would be keen to work with you to issue local releases to raise the profile of the opportunity in your area, both when the fund opens for applications and when the funding has been awarded.

We would be pleased to provide supportive quotes for your press releases. Please give us at least 48 hours' notice by contacting us here: mediaoffice@creativescotland.com

Please ensure the **Creative Scotland boilerplate** is added to the Notes to Editors at the end of your press release.

Logo

Please ensure you include the **Creative Scotland (Grant in Aid)** logo on your press release, any additional promotional material you create and on the relevant section of your website.

If you have any questions about using the logo, please contact: marketing@creativescotland.com

Opportunities

The Opportunities website can be used to advertise the VACMA scheme to local artists and makers. Your opportunity may also be included within a weekly tailored newsletter based on user preferences. Check it out: opportunities.creativescotland.com

Social Media

We know that you'll want to get the word out to local artists and makers on social media, and we can support you in this.

We've made some assets to help you promote VACMA across your channels.

Download the visual assets

As well as sharing key information about the fund, such as deadlines and eligibility, you may wish to post some application advice. Perhaps you could ask previous recipients to share words of wisdom, or give some top tips on what makes a good application.

We want to help amplify your posts, so please do tag us and we'll share on our channels. We're **@creativescots** on **Twitter** and **Instagram**, and **@CreativeScotland** on **Facebook**. You can also use **#VACMAScotland**. Share in the run-up to the deadline and after, to show what your recipients do using their award.

You can send us any additional content for social by emailing socialmedia@creativescotland.com.

Website

We can feature the work of VACMA recipients on our website - these are presented in a variety of ways, including written pieces, guest blogs, and video interviews.

Take a look at creativescotland.com/explore for examples of the work that we do.

Contact us to discuss website features by emailing socialmedia@creativescotland.com

If you have any suggestions or requirements for further promotion of the programme, please do get in touch with us marketing@creativescotland.com