

VACMA VISUAL ARTIST & CRAFT MAKER AWARDS

#VACMAScotland

PROMOTING THE PROGRAMME

It's vital that we take every opportunity to demonstrate the value of the arts and creativity, and the impact of National Lottery funding on the arts, screen and creative industries. We are keen to work with you to promote the **Visual Artist and Craft Maker 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'll issue a national press release announcing that the VACMA programme has opened for applications across the country. We'll share this release with you so that you can edit it and issue to press in your local area to help raise awareness of the opportunity.

We'll also be happy to provide you with supportive quotes for any press releases you may be issuing when funding has been awarded, for example. Just contact mediaoffice@creativescotland.com, preferably with at least 48 hours' notice.

Please remember to add the **Creative Scotland boilerplate** to the Notes to Editors section at the end of your press release.

Logo

Please ensure you include the **Creative Scotland National Lottery Logo** on your press release, any additional promotional material you create and on any relevant sections of your website.

If you have any questions about using the logo, 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.

Go to: opportunities.creativescotland.com

Social Media

Get the word out to local artists and makers on social media. We've made some assets to help you promote VACMA across your channels.

Download the visual assets and guidance materials

As well as sharing key information about the fund, you may wish to post some application advice. You could ask previous recipients to share words of wisdom or give tips on what makes a strong application. We want to help amplify your posts – 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**, and we'd love it if you can encourage recipients to use this too, to show what they've done with 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, through written features, video interviews, or guest blogs. 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, get in touch with us by emailing marketing@creativescotland.com