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UNLEASH YOUR SPORTY SIDE

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TOP TIPS GUIDE

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TOP TIPS GUIDE TO 'UNLEASH YOUR SPORTY SIDE' CAMPAIGN

The Queen's Baton Relay (QBR) has now arrived in Scotland and the 2014 Commonwealth Games are just around the corner. It's going to be a busy and exciting summer of sport. And all this activity presents Scotland's biggest opportunity to profile sport.

sportscotland – the national agency for sport – is leading a campaign called 'Unleash your sporty side'. It is designed to capitalise on the excitement and enthusiasm for sport which the QBR and Games will create and help those audiences find opportunities to play, coach and volunteer in sport at a dedicated website: www.sportscotland.org.uk/unleash.

This website holds information on sporting opportunities in all local authorities and across a variety of sports.

The 'Unleash your sporty side' campaign is now live and will be activated at events within the Queen's Baton Relay stops, through venue advertising, media, web, film and social media.

We would love it if you could support our campaign and here's how you can do that:

1. Can you support the 'Unleash your sporty side' campaign via social media?

We'd really appreciate your help in promoting the 'Unleash your sporty side' campaign.

You can download the 'Unleash your sporty side' digital assets – the banners, buttons and graphics for your websites and social media accounts on sportscotland.org.uk/unleashtoolkit.

Re-tweet and share our posts. To do that, make sure in the first instance you:

- Follow us on [Twitter @sportscotland](https://twitter.com/sportscotland)
- Like us on [Facebook /nationalagencyforscotland](https://facebook.com/nationalagencyforscotland)
- Subscribe to us on [YouTube /sportscotlandtv](https://youtube.com/sportscotlandtv)
- Follow us on [Instagram /sportscotland_](https://instagram.com/sportscotland_)

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We will be tweeting and posting about the ‘Unleash your sporty side’ campaign throughout the QBR and right through Games time. If you follow our accounts (above) you will be able to see this and like, share, re-tweet etc.

When you are supporting the campaign on social media, try to:

- always use the #sportyside hashtag
- on twitter, mention @sportscotland in any tweets and use the #sportyside hashtag
- on instagram, tag #sportscotland and #sportyside

Doing all of this will alert us to your content. We’d love to see it!

Also, if you need some inspiration, our sportscotland.org.uk/unleashtoolkit has some sample tweets and posts, which you could use as a basis for your own. You will also be able to access other content there like our campaign film.

2. Remember to let other people know about the campaign and encourage them to get involved.

Tell the people you know about the ‘Unleash your sporty side’ campaign and encourage them to get involved via social media.

3. Are you / your contacts involved in any local sport events happening over the summer?

We have created adverts for the ‘Unleash your sporty side’ campaign, which will appear in local press, games venue guides etc. We’ve turned these into posters, which you can personalise to advertise any sporting events or clubs which you might be involved in.

To download these posters, please visit sportscotland.org.uk/unleashtoolkit.

There is also a version that has space for you to add your own logo. Please email communications@sportscotland.org.uk to get a copy of this version.

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4. Let **sport**scotland know what you are up to.

As part of the overall ‘Unleash your sporty side’ campaign we would love to hear about any fantastic stories you have to tell about how you or people you know are getting involved in sport. Contact communications@sportscotland.org.uk to tell us more.

5. And finally – do all you can to engage with our campaign! This summer is one of Scotland’s biggest opportunities to profile sport. Get involved with the ‘Unleash your sporty side’ campaign to help us make it happen.

If you have any questions or ideas, please contact us on communications@sportscotland.org.uk

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THERE ARE HUNDREDS OF WAYS TO GET INTO SPORT. PLAY, COACH OR VOLUNTEER, THE OPPORTUNITIES ARE HERE: SPORTSCOTLAND.ORG.UK/UNLEASH



Go Scotland!

sportscotland
the national agency for sport