Coronavirus
Local Outbreak Comms

Templates and Guidance Toolkit
Updated 12/08/2020
Guidance

• Included in this pack are templates for posters, social media assets and radio scripts to help with activating communications quickly in case of a local outbreak.

• The Test and Protect Toolkit should also be utilised to amplify testing, contact tracing and isolating messaging. Access to the Stage 2 commstoolkit is also included in this pack.

• Indicative lead-times are included in this guidance, but it is advisable to consult with your local media agency.

• Media budgets should be held to activate locally.
Posters and Press

• Templates to be customised with
  • Affected area
  • Guidance
  • Local authority logo
  • URL for local guidance information

• Colour option for Poster and Press
• Mono option for Press
• Base sizes supplied:
  • A4 for Poster: 210 x 297 mm
  • 25 x 4 Press: 250 x 114 mm and 250 x 176 mm
• Poster and Press Templates can be downloaded here
Social Posts

**Generic**
- Single image and animated gif
- Image and copy are pre-set and generic to allow for pre-approval
- Ads can be served from the Scottish Government Channels
- Social post copy reads:
  - We need you to follow new guidance to keep yourself and others safe at this time. Learn more at gov.scot/coronavirus
- URL destination can be changed to local area guidance
- [Social Post Templates can be downloaded here](#)

**Local**
- Single image and animated gif
- Visuals and text to be adjusted to include specific area and include specific guidance and CTA to local area guidance
- These posts should be served through local authority channels
- [Social Post Templates can be downloaded here](#)

Sizes for all social assets:
- 1080 x 1080
- 1080 x 1920
- 1920 x 1080

GIF Sequence:
Radio

Voice Over Guidance for Paid Adverts

• They should have a serious, authoritative tone.
• They should be clear and direct.
• Easy to understand so no heavy accents.
• 40 years +
• Jason Leitch is a good example of the tone we need from our voice over artist: https://www.youtube.com/watch?v=2wAWGqAlXRk

Script*: Area Version – 30 seconds

There is a coronavirus outbreak in [insert area]
If you live or work here, it’s crucial you follow new guidance to stop the spread.
[Insert list of specific guidance]
This will help to keep yourself and others safe.
For more information visit [insert url]

*This script leaves about 15 seconds to insert your specific guidance.
Test and Protect Toolkit

• Test and Protect is crucial to helping contain local outbreaks

• The Test and Protect toolkit and assets can be accessed from this Dropbox link, WeTransfer or downloaded as this zip file on NHSinform.scot

• National campaign activity can be increased in local outbreak areas, if appropriate
Recommended Media

Geo-fenced targeted digital
• Social media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Format</th>
<th>Placement</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook &amp; Instagram</td>
<td>Single image</td>
<td>Newsfeed, Messenger Inbox, Audience Network, Stories and RHS</td>
<td>All adults</td>
</tr>
<tr>
<td>Twitter</td>
<td>Image website card</td>
<td>Newsfeed</td>
<td>All adults</td>
</tr>
</tbody>
</table>

• Streamed radio to reach ME audiences where appropriate

Radio
• 30 second live presenter reads
• 30 second radio airtime

The media split between radio and digital and formats would depend on the areas and which media owners are used.
Lead times

These lead times are for indication only. Your local media agency would be better placed to advise.

• Local Press: Booking and copy deadlines are generally 2 days prior, but many local titles are weeklies.
• Paid Social: Approvals for Facebook can take up to 48 hours.
• DAX (digital radio): Can be booked up to the day before. Requires up to 24 hour turnaround to go live (but is often quicker).
• Radio Airtime: Booking deadline is usually 3 days prior where possible but it is still possible to book day prior. Copy deadline is 11am day prior at the latest.
• Radio Live Reads: For Bauer, booking deadline 3 days prior. Key messages for the scripts should be supplied 2 days prior.
For more information

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