



YMI

Promotion Pack
for Formula Fund
Delivery Partners

Introduction

Creative Scotland administers the Scottish Government's Youth Music Initiative (YMI) programme which intends to:

- Create access to high quality music making opportunities for children and young people aged 0-25 years, particularly for those that would not normally have the chance to participate
- Enable children and young people to achieve their potential in or through music making
- Support the development of the youth music sector for the benefit of children and young people

What do we want to achieve?

- To raise awareness of Youth Music Initiative to deliverers, schools, partners, participants, parents and carers
- To generate a supply of stories about YMI projects that can be used to promote the fund both locally and nationally
- To showcase the work of projects on Creative Scotland's website and social media channels

Promoting the programme

As an organisation which has received funding through YMI, we encourage you to celebrate your funded activities through effective promotion. By promoting your activities you not only show that your project is part of this programme, but also help to spread the word about the initiative and the diversity of activities that are supported.

You can promote YMI by:

Crediting your project: as a grantee of YMI funding, the use of the YMI, Creative Scotland and Scottish Government logos (or text accreditation) on your project materials is essential. Logos, text credit and guidance can be found [in the logo area of our website](#). If you have any queries about logo use, contact marketing@creativescotland.com

Sharing the introduction to YMI: this PDF includes an introduction to YMI as well as highlighting facts and figures – you can send these to your tutors and teachers and share with your online audiences.

Press releases: we are keen to hear about your projects and to showcase the work of the individuals, organisations and projects that YMI supports. We can promote your project in a variety of ways: please send press releases to our Media Relations and PR Team who can supply a quote for inclusion, check credit lines, and sign off the release: media.office@creativescotland.com

Social media and website promotion: make sure to use [#ymiscotland](#) if you're posting about any YMI activity to help promote the work that you do. Please tag us in any posts so we can share with our followers – [@creativescots](#) on Instagram and Twitter, and [@CreativeScotland](#) on Facebook. We're always keen to see engaging images and video content, whether that's performances, behind the scenes or interviews to camera.



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We can promote your projects through our digital channels. This may take the form of an online feature, a video, or social media posts via our Facebook, Twitter, or Instagram. For more information on submitting material, contact socialmedia@creativescotland.com

Submitting content for the YMI newsletter:

We also spread the word about YMI activity through our dedicated YMI newsletter. This features information about funding, projects, events and other youth music activities taking place across Scotland. You can sign up to receive the newsletter [on the YMI page of our website](#) and please do encourage others to sign up too. To submit content for the newsletter, please email your YMI Officer.

Using these key messages:

- The Youth Music Initiative was established in 2003
- Over £134 million has been spent supporting activities since 2007
- YMI supports projects for children and young people aged 0-25
- Over 320 projects happen each year
- YMI reaches young people in all 32 local authorities
- At least 244,000 young people participate in activity annually
- YMI provides almost 1,200 jobs

Creative Scotland will promote YMI by:

- Sourcing news stories about projects for national press as well as contributing to press releases from Local Authorities for local press
- Sharing content by partners / deliverers / projects
- Creating additional content, such as video and written features for the web, about successful applicants
- Using the hashtag **#ymiscotland**
- Creating a suite of assets for partners/deliverers to use in their own communications (and update this throughout the year).

Future Communications

Creative Scotland would like to find out more about how we can support Local Authorities in promoting YMI. If you have any suggestions or requirements for further promotion of the programme, please do get in touch with us marketing@creativescotland.com