

Film-making training for youth workers

Part of the Youth Climate Film Project

Communications pack

Thank you for your interest in ‘Film-making training for youth workers’, part of the Youth Climate Film Project.

We hope this communications pack will help explain more about the initiative and provide a variety of easy ways to share content with your audiences.

We welcome sharing of this content from 10am on 7 October.

About the film-making training for youth workers

Keep Scotland Beautiful and Screen Scotland have partnered to offer free film-making training for youth workers, so they can support young people to create short films that explore the climate emergency.

Young people in Scotland and across the world have played a significant role in highlighting the climate emergency and in pushing for action.

But not all young people understand the way that climate change will shape their future and many of Scotland’s young people have no voice to share their perspective.

Two experienced film educators will provide online film-making training using simple and accessible smartphone and tablet technology. Following the training, youth workers will support young people in their youth work setting to create and show one or more 90 second films exploring the issue of climate change.

Find out more at: www.keepsotlandbeautiful.org/youthclimatefilmproject

Please help us to spread the word about film-making training for youth workers.

On the following pages we are pleased to outline shareable text and graphics for websites, newsletters and social media.

Website news story (221 words):

Calling Scotland's youth workers: Sign up for free film-making training so you can support young people to create climate emergency films.

Keep Scotland Beautiful have partnered with Screen Scotland through the Youth Climate Film Project to offer free film-making training for youth workers, so they can support young people to create short films that explore the climate emergency from a young person's perspective.

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Two experienced film educators will provide online film-making training using simple and accessible smartphone and tablet technology. Following the training, youth workers will support young people in their youth work setting to create and show one or more 90 second films exploring the issue of climate change.

To take part in the film-making training, youth workers must have prior knowledge or awareness of climate change. This could include undertaking relevant training; experience gathered via education, volunteering or work; being aware of climate change impacts; or simply following climate change news.

Film-making training dates for October and November are available to book now.

Find out more at www.keepsotlandbeautiful.org/youthclimatefilmproject

Supporting graphics available at size 1980p x 1080p – [download here](#).

The image embedded within the graphics is subject to usage restrictions. Please do not use the image outwith the graphic design supplied or alter the supplied design.

Newsletters:

Long (158 words)

Calling Scotland's youth workers: Sign up for free film-making training so you can support young people to create climate emergency films.

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Short (57 words)

Calling Scotland's youth workers: Sign up for free film-making training

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Social media

Please help us spread the word about **#FilmMakingTraining** for **#YouthWorkers** and the **#YouthClimateFilmProject** by social media. We are pleased to share suggested social media content, graphics and outline our social media channels.

Suggested social media posts:

Twitter	Facebook
<p>Free #FilmMakingTraining for #YouthWorkers, to support young people create #ClimateEmergency films.</p> <p>The training is part of @KSBScotland & @ScreenScots #YouthClimateFilmProject.</p> <p>More at www.keepsotlandbeautiful.org/youthclimatefilmproject</p>	<p>Free #FilmMakingTraining for #YouthWorkers, so they can support young people to create #ClimateEmergency films.</p> <p>The initiative is part of @KSBScotland and Screen Scotland #YouthClimateFilmProject.</p> <p>Find out more at www.keepsotlandbeautiful.org/youthclimatefilmproject</p>

Supporting graphics for social media:



You can download the above graphic pre-sized:

- Facebook/Twitter – [download here](#).
- Instagram – [download here](#).

The image embedded within the graphics is subject to usage restrictions. Please do not use the image outwith the graphic designs supplied or alter the supplied designs.

We welcome sharing of content from our social media channels outlined below. We have also included tags for Screen Scotland so you can join creative conversations about the film-making training and climate change.

Our social media accounts:

We'll be sharing **#FilmMakingTraining** for **#YouthWorkers** and **#YouthClimateFilmProject** content over all our social media channels.

Twitter: [@KSBScotland](#)

Facebook: [@KSBScotland](#)

Instagram: [@KSBScotland](#)

LinkedIn: [Keep Scotland Beautiful](#)

To be involved with creative conversations on the **#YouthClimateFilmProject** tag Screen Scotland:

Twitter: [@ScreenScots](#)

Instagram: [@ScreenScots](#)

4. Contact us

If you have questions or require any further information, please do not hesitate to get in touch with:

Tim Mullens, Marketing Officer - tim.mullens@keepscotlandbeautiful.org or 07808 039980.

Suzanne Roberts, Communications Manager - suzanne.roberts@keepscotlandbeautiful.org.uk or 07730 289225.



We support the ambitions of the United Nations Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. Our vision is for a clean, green, sustainable Scotland. We work with you to help combat climate change, reduce litter and waste, and protect and enhance the places we care for. We aim to change behaviour to improve our environment, the quality of people's lives, their wellbeing, and the places that they care for.



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Facebook: [@KSBSScotland](#) Twitter: [@KSBSScotland](#)

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