



Book Week Scotland

Partner handbook

2021

Resource created by Scottish
Book Trust

scottishbooktrust.com



**Scottish
Book Trust**
inspiring readers and writers

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About this resource

Welcome to Book Week Scotland! At Scottish Book Trust we are excited to share this week-long celebration of books and reading with you and your audiences. This handbook is an aid to carrying out your digital or in-person events or community activities. Whether you're old hand or brand new, we can help with everything from funding to planning, publicising to evaluation. Use this resource for top tips on making your event as successful as it can be!

Book Week Scotland 2021

key contacts

We are always here to advise you on any part of your activity or event and make the process as smooth as possible. Email addresses are listed below but we're always happy to chat over the phone if that suits you better. Just drop us a line and we can give you a ring whenever it suits!

> **Philippa Cochrane, Head of Reading Communities**

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Welcome

Book Week Scotland is a week-long celebration of books and reading that takes place every November. This year Book Week Scotland runs from Monday 15 to Sunday 21 November.



To build on the success of our past campaigns, we want to work with you to celebrate all things books and reading this November.

The theme Book Week Scotland 2021 is **Celebration** and within that we have five strands which you may wish to use as inspiration when planning your events or activities:

- > **Celebrating You:** the personal achievements – large and small – that help individuals grow. From finding the perfect folding technique to conquering a 5k run. Now more than ever it's important we be kind to ourselves and find joy in all types of milestones.
- > **How We Celebrate:** the celebration rituals we share with family, friends or our partners. How did they start and why do they matter? Has lockdown reinforced how important these communal celebrations are?
- > **Celebrating Others:** celebrating the individuals that never fail to make life that little bit better – what makes them special, what they have done, and what they mean to each of us. The support of our friends, family and loved ones has been so important throughout the pandemic in keeping us sane.
- > **Where I Was When We Celebrated.** . . . Defining moments of communal celebration that live on in the collective consciousness – VE Day, the Moon Landing, the legalisation of gay marriage. Why do these moments last in people's memories and why was it important to celebrate – and continue celebrating – them?
- > **What Would You Like to Celebrate?** What moments of change from the past year are worth celebrating? From the personal, universal or anything in-between! Whilst it was a tumultuous year, highlighting the scale of injustices across the world, it did give us time to reflect on the things that are important, both to ourselves and those around us.



Important dates:

Book Week Scotland
Monday 15 to Sunday 21
November

Funding released to partners
Week beginning 13 September

Deadline for print materials and
book orders
Wednesday 15 September

Print materials sent to partners
Week beginning 20 September

Deadline for event listings
Tuesday 5 October

Book Week Scotland press launch
Tuesday 12 October

Book orders sent to libraries
Week beginning 25 October

Book orders sent to all other
partners
Week beginning 1 November

Deadline for evaluation survey
Friday 17 December

We are planning a busy marketing campaign for Book Week Scotland 2021. All of our communication in these areas will focus on these key messages:

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- > Book Week Scotland is for everyone. Our events programme is designed to ensure anyone can find a way to take part that appeals to them.
- > Book Week Scotland celebrates whatever it is that you enjoy to read.
- > Book Week Scotland is a fantastic opportunity to share what you like to read and to try something new.

We will also build on our original objectives for Book Week Scotland:

- > To raise public awareness of and celebrate the pleasures of reading.
- > To work in partnership with libraries in every local authority in Scotland.
- > To promote Scottish writing and writers.
- > To convert participation in Book Week Scotland to increased and/or sustained engagement in reading activity.

Planning your digital event, community activity or in-person event

To adapt to the ongoing challenges around Covid-19, Book Week Scotland is supporting a variety of events and activities in 2021.

So whether you're planning an in-person event, an activity tailored to your community or a digital event, we've compiled some tips to help you get the best out of your Book Week activity.

Digital events

The pivot to digital event delivery in 2020 showcased, once again, the creativity and dedication of Book Week Scotland's partners. Embracing new forms of technology allowed organisations to reassess how they programme events and highlighted how they can reach new, diverse audiences.

Digital events have grown in scope over the last year with many new considerations to take into account to help provide your audience the best possible experience.

Online platforms

The first thing to decide is which platform you will be using to deliver your online event.

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There are a number of options including – but not limited to – Zoom, Microsoft Teams, Skype, Facebook Live and YouTube. Each platform has its own pros and cons list and whichever you choose will depend on your programming requirements. Zoom is one of the most popular platforms and the majority of the advice below is based on its functionality (as it's the platform we have most experience with).

Whatever platform you choose, the most important thing to consider is whether its features match your security needs. So do spend a bit of time looking at the security options of each option before you commit to it for your event.

Ticketing

Another key element to consider is where you will be advertising and asking attendees to sign up to your event from.

The easiest way to promote and allow people to register for events is through Eventbrite which gives you all the control you need from audience numbers, ticket prices and event information.

If you are using a Zoom Webinar for your event you'll need to ask your attendees to register after they've signed up from your booking page.

After registering, attendees will receive an email confirmation from Zoom with detailed instructions on how to join the event on the day. You can track who has registered for the event on the overview page on your Zoom account, just go to the webinar tab and select attendees.

Should the event be live or pre-recorded?

Another advantage of online is that you can record your event in advance and choose when you release it to the public. That way you can remove the stress of programming a live event and instead focus on getting the word out to your networks about where and when they can view it.

However, this may not be the best option if you want your audience to be able to get involved with their questions and comments. So if you are trying to recreate the buzz of a traditional book event, streaming the event live is the best way to go.

Event length

The sweet spot for online events seems to be somewhere between 45–75 minutes, similar to a traditional book event. If you plan to run a Q&A session make sure you factor in enough time for this too.

In line with our Live Literature rate, authors should receive a minimum



eventbrite.co.uk



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payment of £175 for a session of up to 90 minutes. For any event longer than 90 minutes, a second session payment (of minimum £175) will be required.

Make sure the author is aware of, and is comfortable with, the running time as online events require a bit more concentration (for everyone involved!).

Scheduling

As a significant number of events taking place during Book Week Scotland 2021 will be digital, an important consideration is the best day and time to schedule your content.

If your event caters to a specific audience, or age group, think about when it would be easiest for them to get involved.

Early-evening events work well for families, as most adults will have finished work by then. If you are running a workshop with limited sign-ups you can be more flexible with your timings – maybe consider an afternoon session. Similarly, if you are running your event on the Saturday or Sunday of Book Week, an early afternoon start time will work well.

If you know another organisation is planning an event similar to yours, it may be worth getting in touch with them to ask when they are planning theirs for, to avoid a clash. However, with so many events taking place, it is likely that there will be some overlap throughout the week.

Also a polite reminder that due to volume it may not be possible for us to promote every Book Week event on our social channels. The best thing to do to make sure we can get the word out is to contact us in advance (see our contact info on page 3).



Staffing

Having adequate members of staff to help with the delivery of your online event will ensure it runs smoothly for your audience.

If a member of your team is chairing the event, it's a good idea to have one or two colleagues managing the technical elements in the background such as:

- > Advancing PowerPoint slides
- > Muting and unmuting audience members that wish to ask a question
- > Flagging or responding to questions/comments from the audience in the chat box
- > Controlling any video/audio elements included as part of the event

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Rehearsing with your author

If you are collaborating with an author, it's a good idea to schedule a run through with them to ensure your event runs as smoothly as possible. This allows everyone to feel comfortable with the technology and gives you a chance to iron out any kinks beforehand.

Asking members of staff to act as attendees during the rehearsal to get a sense of how things will run and appear for your audience is also very useful.

It's worth doing a few run-throughs with staff prior to the dress rehearsal with the author, that way you'll know the technology and can answer any questions the author might have.

One of the most important things to ensure is that everyone appearing on screen during the event (particularly the author) has a strong Wi-Fi connection. This will mean their audio and video connection is less likely to drop during the event.

Bear in mind that if you are planning on rehearsing with your author more than once, it may be appropriate to increase their fee. Be clear with them on how many run-throughs you are planning and make sure they are comfortable with the level of work you expect.

Accessibility

Accessibility of online events has improved massively over the past year. However, there is lots still to be done to help make participation more straightforward.

We recognise that cost plays a huge role in what accessibility options organisations can provide. The most important thing is to be open, approachable and clear with your audience. Within event descriptions, let people know what accessibility options you will provide. Ask people to contact you in advance to discuss specific requirements.

Again, your accessibility planning will be affected by the type of event or activity you are planning. We have listed some considerations for each event type/activity below:

Live digital events

- > Can you provide a live BSL interpreter?
- > Can you enable closed captions?
- > Record your event to allow for closed captions to be added afterward.
- > If your event is interactive, make slides easy to read.
- > Allow for processing time during activities or exercises.
- > Give an overview of the event's accessibility features in your introduction.

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- > Can a colleague provide real-time updates to specific attendees if a BSL interpreter or closed captions are not possible?
- > Email reminders before the event.
- > Can you improve the event's audio quality with specialist equipment such as an external microphone?
- > Provide a simple guide on your online platform's basic functionality (or link to an existing one).
- > Consider including breaks if your event has a long run time.

Pre-recorded digital events

- > Provide closed captions or a transcription of the event.
- > Provide a BSL overlay.

In-person events

- > Is the venue accessible?
- > Are there accessible toilets and if so how many?
- > Is there accessible parking?
- > Can you provide a live BSL interpreter?

Community activities

- > If your route is only accessible at certain parts, can you provide a condensed version?
- > Communicate to your audience how accessible your activity, and its location, will be.

With digital events, the more time you spend testing your online platform's features, the easier this process will be. Companies are constantly improving their offering, so make sure you're up-to-date on new features and how they run.

It's a good idea to follow up with your attendees after the event to ask for feedback on what worked well and how you can improve. We're all learning as accessibility features grow and if you run multiple digital events throughout the year this feedback will be invaluable.

Book sales

Offering book sales as part of your event can be a great opportunity for the author to promote their books.

The easiest way to offer book sales is to partner with a local bookshop; approach them well in advance to enable them to order copies of the authors' books.

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If the bookshop has an online store, ask your chair to mention it in their introduction and provide an online link at the end of the event. You may be able to work out a special promotion or discount code for attendees with the bookseller beforehand.

Security and safeguarding

Keeping your audience safe online is very important if you are planning a digital event.

You should always require attendees to enter a password to access your event. You can enable the password functionality on the webinar settings section of your Zoom account. The password will be included in the confirmation email from Zoom after attendees have registered for the event.

Circulating ground rules to participants prior to the event is a great way of ensuring people are clear on what is acceptable online behaviour. For the vast majority of participants this will go without saying but gives clear parameters for what will and won't be tolerated within the online space.

Also, during your introduction, be clear with your audience that they are free to dip in and out of the event whenever they choose, particularly if they find some of the discussion points distressing or triggering.

Waiting rooms are another useful feature within Zoom that allows you to keep your audience from joining the event before the start time. As soon as you are ready to start the event you can admit all attendees within the waiting room.

For detailed information on what you can do to keep your audience or participants safe see our detailed resource page (1).

Community activities

Staffing

It's important to ensure there are enough people present at your activity to look after attendees. Whether you recruit paid staff or volunteers, it's helpful to get everyone together prior to the event to make sure people know what their role will be. The most important thing is that staff and volunteers observe current social distancing guidelines if they will be in the same physical space as the people taking part in the activity. We don't yet know what the situation will be like in November so make sure you stay up-to-date with government guidelines.

Setting up hand sanitising points for your activity is a good idea. If your activity is going to take the form of a literary walk you could have hand sanitiser points at the beginning and end of the trail.

Keeping attendees safe and comfortable is paramount as people are still likely to have some reservations about being in public spaces.

1. How to run an online workshop
scottishbooktrust.com/reading-and-stories/how-to-run-an-online-workshop

Find other resources at
scottishbooktrust.com



Ticketing

Ticketing may not be relevant for all community activities (e.g. literary walks). However, asking your audience to sign-up or register for the activity in advance is a great way of recording the number of people who took part – which is very helpful for evaluation post-Book Week Scotland!

Location

When planning your community activity it is important to ensure you have chosen an appropriate location. Make sure to consider whether it is accessible to anyone that may wish to take part. If you're anticipating a large number of people attending does the space allow for adequate social distancing measures if necessary?

Book sales

While it may not be possible to offer book sales during your community activity, if you are collaborating with an author or storyteller on some element of the activity you can still provide information on where attendees can purchase their books.

Use our 'empty belly' Book Week Scotland posters to provide information on which local bookshops stock the author's work.

In-person events

We are thrilled to be supporting in-person events for Book Week Scotland 2021. While digital showcased how we can innovate and reach new audiences, there's nothing quite like getting a group of like-minded people together in a room to showcase the transformative power of reading.

Venue

Finding the right venue is key to the success of your event. Think about its capacity, how accessible it is, what the parking options are, how easy or difficult it is to travel to, the acoustics of the space, what technical equipment is available (e.g. microphones), the number of toilets, when you'll be able to access the space on the day and if there's a green room space for your author[s].

Be clear and open about the venue and its limitations wherever you are advertising the event. Make it clear in your event copy that if people are unsure of any element they can get in touch to discuss it with you.

Staffing

Again, ensuring you have the correct number of staff on the day will ensure your event runs smoothly. Get your team together well in advance to discuss responsibilities and likely queries your audience may have. Ensuring your audience feels safe and comfortable is the

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most important thing!

Tickets

As the public will likely still have reservations around being in public spaces in November, it's a good idea to set-up mobile tickets for your event. If you're advertising your event via Eventbrite, attendees will be able to use QR codes, either on their phones or on printed tickets, which staff can scan to check-in them in.

Incorporating digital

You might be able to include a digital element to your in-person event. Could you broaden your audience by live-streaming your event? Perhaps you could film it and upload it to your social channels or website after the event has finished. This will involve a lot more advance planning and work on the day but if you are keen to expand your event's reach it's worth considering.

Book sales

If you are planning to offer book sales at your event, again the best way is to approach your local bookshop. Get in touch in advance so they can order stock. It's also worth double-checking if the bookshop will be able to provide contactless payments.

Other considerations for events and community activities

Marketing

Make sure you get the word out about your event in advance. You can use our free posters to promote it. Putting up these posters in and around your event or community activity location, or any other locations which are similar or draw individuals who would be interested in your event, is a great way to spread the word.

For online events, you can use the digital versions of our materials to promote your event or activity, whether that's on your organisation's website or social channels.

Ensure the date, time and venue of your event is consistent and visible in all marketing materials.

There are lots of ways to market your event or activity – take a look at the social media and PR toolkits (pages 20–23) for ideas. If you're delivering a digital event, Scottish Book Trust will also list it in the Book Week Scotland online listings.

You can order free marketing materials from our website (see page 15).

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Other events/activities in your area

With so many great events and activities set to take place across Scotland as part of Book Week Scotland, promoting other events alongside your own can be a great way to increase the reach and success of the whole week. If you know another organisation is holding a digital event similar to yours or a community activity that your audience may be interested in, pass on the details and they might even help you promote yours in return!

Funding and FAQs

How will funding be released?

You have had an email with your funding agreement form. Please complete and return this to **gordon.connelly@scottishbooktrust.com** by no later than **Wednesday 8 September**.

When you have returned your funding form we will release your funding via BACS payment to the bank account listed on your form. Funding will be released from the week beginning 13 September. You will receive an email from our finance team after the payment has been issued.

If you've still to complete your funding form, please do so ASAP. We can't release your funding without it!

What can I spend the money on?

The funding can be used to pay for any expenses associated with putting on a Book Week Scotland event. These could include an author fee and travel/accommodation/subsistence expenses, or you could use the funding to pay for catering, prizes for a giveaway or competition, materials for your community activity – whatever you need to make your Book Week Scotland event possible. If you are unsure, please get in touch with us at Scottish Book Trust to discuss.

What should I avoid spending the money on?

You should not use your funding to pay for an existing role or post.

You should not use your funding to pay for anything on which you will generate a profit, i.e. to buy books or catering for which you intend to charge.

What if I am not going to use all of the funding?

Sometimes you don't manage to use all of the funding you have been awarded for a whole variety of reasons – an event may be cancelled, or things may cost less than you originally thought.

If you know that you are not going to use all of your money please:

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- > Try to use it in another way during Book Week Scotland. Could you run a prize draw at the event, or gift books in your community? Can you gift e-book vouchers to individuals or organisations who need them?
- > If an event during Book Week Scotland is cancelled, could you rearrange it for some time soon after? (We would be very happy for this to happen!)
- > Is there some way you could use the money to extend the impact of Book Week Scotland – buying library stock from the events for example, or running a follow up writing workshop on the same theme?
- > If none of these options work for you and you wish to return your surplus funding, please get in touch with us as soon as possible and by Friday 3 December 2021 at the latest. We will issue you with a letter requesting the return of funding and this will give us time to find another use for it before the end of the financial year.

What if I overspend?

We can only guarantee to provide you with the funding we originally allocated. But if you find you are going to overspend on your allocated budget please get in touch with us ASAP. Sometimes funding is returned to us and we can use it to provide support elsewhere. This is entirely dependent on partners returning unused funding and each request for additional money will be considered individually.



Print materials

You can order **free print materials from us to promote your event. These include postcards, bookmarks, posters and stickers.**

To order your materials just go to our online Survey Monkey form (1). You can choose the items you want as well as the quantity. We will be accepting orders up until **Wednesday 15 September**.

Orders are due to be sent out from the week beginning 20 September. On the day of delivery, you will receive an email or text notification from the courier with a specific timeslot.

If you have any queries about your order please get in touch with Gordon on 0131 524 0182 or email gordon.connelly@scottishbooktrust.com.

Celebration book orders

You can order copies of our free book, Celebration, made up of true stories from people all over Scotland, via our online order form (2). Help spread a love of reading by book gifting – distributing copies to community groups, your workplace or to family and friends.

Please note:

- > The deadline for book orders is **Wednesday 15 September**.
- > Book orders will be sent to libraries from **week beginning 25 October**.
- > All other orders will be fulfilled from **week beginning 1 November**. If you require your books earlier than this, please get in touch with gordon.connelly@scottishbooktrust.com.
- > See our Book Gifting section (page 16) for advice on book gifting during Covid-19.



Book Week Scotland logo

To help people to recognise Book Week Scotland it is important that you include the logo on **all** your marketing for the event. The logo comes in six different colours and you can use whichever variant you think looks best. To download the logos, go to bookweekscotland.com/information.



1. Order your free print materials: surveymonkey.co.uk/r/bwsmaterials

2. Order your free Celebration books: surveymonkey.co.uk/r/celebrationbooks

Find other resources at scottishbooktrust.com



Book Week Scotland is delivered by Scottish Book Trust and funded by Creative Scotland. If you have room, we would like you to include both of these logos in addition to the Book Week Scotland logo. Each logo is available on our website. However, if you only have space for one, please make it the Book Week Scotland logo.

If you have any questions about logos or branding, please contact **craig.laurenson@scottishbooktrust.com**.

Book gifting

Our free book is one of the cornerstones of Book Week Scotland, allowing readers to connect to the multitude of experiences of Scotland's population, fostering a love of reading at the same time. Picking up the book is an immediate way to take part in Book Week and we're so thrilled to be able to share it again in 2021.

We are completely indebted to the hundreds of gifters and partners who spread the book far and wide throughout during Book Week Scotland. However, people's safety remains paramount and so we are asking you to continue following a few rules we introduced last year to help keep the population safe this November.

Firstly, and most importantly, we're asking that people avoid traditional hand to hand gifting (i.e. handing out copies on a busy street) of the book this year as we feel there is no way to do this responsibly when the general public may still have reservations around Covid-19.

If your organisation has space to display the books, and will be open to the public during Book Week, we would ask that you focus on this instead. If you are planning an community activity such as a literary walk could you find a spot to store the books where people could help themselves to a copy? Wherever possible please provide hand-sanitising points next, or close, to the book so people feel comfortable picking one up.

If you are asking local establishments, such as restaurants, bars or shops, to encourage their customers to pick up the book, please ask them to avoid handing copies over directly and instead have a spot where the books can be displayed that people can pick them up from.

A few other creative solutions we came up with include:

- > Wrapping the books in old newspaper or gift-wrap and hanging them from trees around your community (think of the Instagram posts!)
- > Setting up a library box outside your house with a stack of napkins so people can help themselves to copies
- > Organising a Celebration treasure hunt by sending out a series of clues for where friends and family can find their copies

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It could be anything – as long as you are taking the necessary precautions you can get as creative as you want!

There are also a few steps you can take after the books are delivered to avoid any surface contamination:

- > If you are having the books delivered to your home, and live in a busy household, please ensure they are stored away from other members of your family until you are ready to gift them within your community.
- > If you are planning to distribute copies of the book in physical spaces around your local community, we advise you to wait for a minimum of three days after they are delivered before handling. Please also wear a face covering and gloves when transporting the books to and from the locations you are planning to gift them in.

For detailed advice on surface infection see the Government's advice page (1).

We will also have downloadable eBook and PDF files at **bookweekscotland.com** as well as the audiobook should you wish to share the book with your audiences digitally.

To order copies, just complete our order form (2). See page 15 for more information on delivery and when to order them by.

Event listings

This year, partners can submit listings for digital or in-person events.

It is not obligatory to submit an event listing; however, you are very welcome to.

To submit your listing, complete our online Survey Monkey form (3). Once you have completed the form a member of the team will format your listing for display on the Scottish Book Trust website.

We've tried to keep the form as simple as possible but if you do encounter any difficulty please contact Gordon on 0131 524 0182 or email **gordon.connelly@scottishbooktrust.com**.

The deadline to complete the listings form is Wednesday 6 October.

Below are a few tips which should help you when you come to writing your listing:

- > Keep it snappy. Having a concise title will grab your audience's attention. About 70 characters or less would be perfect.
- > Name your performers. It may sound obvious, but if you are collaborating with an author for your event make sure you include

1. Government advice
gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings/covid-19-decontamination-in-non-healthcare-settings

2. Order your free Celebration books:
surveymonkey.co.uk/r/celebrationbooks

3. Submit an event listing
surveymonkey.co.uk/r/bwslistings

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them in your listing.

- > Make it exciting! Try to stand out from the crowd and get your audience excited about your event.
- > Keep it simple. Make sure your title is easily understood so that audiences know exactly what to expect from the outset.

Examples of poor titles

- > Billy Crimerton will come for a chat about his novels and why he likes writing about crime.
- > Crime Event with Billy Crimerton.
- > Billy Crimerton's Blood Bath

Examples of good titles

- > Dismembering the Facts: A Conversation with Billy Crimerton.
- > Crime Author Billy Crimerton Gets Bloody.
- > Billy Crimerton Writes with Blood!

Keep your event description clear, interesting and honest

- > Show off your event. Think about the kind of event descriptions that would appeal to you! Keep it under 200 words (too long and readers lose interest) and focus on the most important details.
- > Be honest. Don't overinflate your event by making unreasonable claims about the size/author/content. Stick to the facts, they'll be enough.
- > Include essential information. Is the event for adults or children? What are the names of your speakers/chair people?
- > Highlight the details. If your event has extras (surprise guests, prizes) don't forget to mention them.
- > Break up your text. Paragraphs are brilliant for making event listings easy to read, so break your description up. Think: intro, main description, conclusion.
- > End on a high. Leave readers feeling fired up about your event, give them a good reason to sign up in your final sentence.



Fundraising

Did you know that Scottish Book Trust is the charity behind Book Week Scotland?



Our mission is to ensure people living in Scotland have equal access to books. Everyone should have the opportunity to improve their life chances through books and the fundamental skills of reading and writing. We support all communities across Scotland, with particular focus on those who are vulnerable, under-represented and most in need.

In addition to the funding we receive from the Scottish Government and Creative Scotland, we need the constant support of trusts and foundations, corporate organisations, community groups and individual donors.

Could you help us change more lives through reading and writing by fundraising for Scottish Book Trust as part of your Book Week Scotland programme?

Here are a few simple fundraising ideas:

- > Ask for a voluntary donation for free events.
- > Tell your audiences about Scottish Book Trust and promote the Scottish Book Trust donation page during virtual events (scottishbooktrust.com/donate).
- > If you are planning an author event, hold a competition raffle for a chance to win the author's book.

Fundraising is entirely voluntary and we understand that for some partners, it will not be possible.

We also appreciate that some of our partners are charities who themselves need to raise funds. Perhaps you could use Book Week Scotland as an opportunity to fundraise and split the donations between your charity and Scottish Book Trust?

Together, we can turn Scotland into a nation of book lovers and change lives through reading and writing.



Find other resources at
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Social media toolkit

Book Week Scotland offers us all an opportunity to engage new audiences with reading. Our social media campaigns will bring a buzz to books, spread the word about events and keep people up-to-date with all things #BookWeekScotland.

How we use social media

- > Build new audiences: #BookWeekScotland is a perfect opportunity to inspire a love of reading in new audiences online, across the world.
- > Raise awareness: by engaging with #BookWeekScotland online we can build awareness of your events and campaigns.
- > Buzz: our combined social media activities will create excitement around #BookWeekScotland, books, bookshops, libraries and reading.
- > Networking: social media will help us to build strong relationships with other organisations in Scotland, and beyond.
- > Legacy: with targeted social media campaigns and digital events we can create an online legacy to encourage more and more people to make reading for pleasure a part of their lives.

Work with us!

We hope to start a national conversation around reading and books before, during and after Book Week Scotland. Part of this conversation will be sparked by your events and online activities. Working together on social media, we can promote Book Week Scotland, libraries, partners and all the events that are an integral part of this celebration.

We cannot publicise every single #BookWeekScotland happening through our own social media channels, but we can help in other ways. For this, we need your help.

- > Let us know which events you are planning at your earliest opportunity. We want to hear how you are celebrating Book Week Scotland. Share exciting news with us by emailing **danny.scott@scottishbooktrust.com** and we will do what we can to share your news on our social media channels.
- > Tag @BookWeekScot or #BookWeekScotland in your Twitter updates. On Facebook, mention Book Week Scotland by adding an

Here are all the different Book Week Scotland social media platforms.

facebook.com/BookWeekScotland 

twitter.com/BookWeekScot 

instagram.com/scottishbooktrust 

youtube.com/scottishbooktrust 

#BookWeekScotland

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'@' symbol before 'Book Week Scotland' and selecting us from the dropdown.

- > Use the **#BookWeekScotland** tag on Instagram and Facebook.
- > Encourage your audience to engage with Book Week Scotland on social media at events.

Facebook

- > Please join our Facebook community of over 25k people at **facebook.com/BookWeekScotland**.
- > Please share our own Book Week Scotland posts on your social media platforms, if and when possible.

Twitter

- > You can follow Book Week Scotland's Twitter updates at **twitter.com/BookWeekScot**, and using the hashtag **#BookWeekScotland**.
- > If your organisation uses Twitter, please email our Digital Marketing Manager at **danny.scott@scottishbooktrust.com** to make sure we are connected.
- > Tag your tweets with **#BookWeekScotland** or **@BookWeekScot** to make sure we can see and retweet them.

Celebrate Libraries

In 2021, we would like to focus a little more on libraries, given the challenges they face. Please join us in this by using the **#CelebrateLibraries** hashtag in combination with **#BookWeekScotland**.

Any social post tagged **#CelebrateLibraries**, on Twitter, Instagram or Facebook will draw through to our special Celebrate Libraries wall on our website.

In order for Book Week Scotland to have the biggest impact possible on Twitter, it is best if we all work together to create a bigger noise. Therefore, please use **#BookWeekScotland** rather than creating your own Book Week Scotland hashtag, specific to events happening in your local area or organisation.

Please share Book Week Scotland updates on your social media platforms, if and when possible. Remember to use **#BookWeekScotland** so we can find you!

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[scottishbooktrust.com](https://www.scottishbooktrust.com)



PR toolkit

PR is a great way to reach large audiences inexpensively. If the media are interested in you, they will bring you to the attention of their readers or viewers, raising your profile on a local, and perhaps even a national, level. The way to get the media interested is to provide them with newsworthy stories or eye-catching photographs.

Types of media

- > Broadcast media: TV, radio.
- > Web-based media: blogs, websites.
- > Print media: newspapers (local, regional and national).
- > Magazines (trade and consumer – trade magazines are generally subscription only and related directly to a specific sector/ business/organisation, consumer magazines are sold to the public).

Press release

Our toolkit includes a press release template (appendix 1). If you prefer to write your own, follow these tips:

Writing a press release

- > At the top of the email write 'PRESS RELEASE' in block capitals, followed by 'FOR IMMEDIATE RELEASE' if this is the case, or 'EMBARGOED UNTIL' plus relevant date and time.
- > Write a catchy headline to create interest without exclamation marks or exaggerations. Puns work well e.g. Read all about it – Book Week Scotland fun at ____ School.
- > The first paragraph should be a short summary of the announcement.
- > The body of the press release should contain the following information: Who, What, When, Where, Why? Give details of any well-known local names, dignitaries or celebrities who are involved in the story or support the project.
- > You should include one or two quotes from relevant people. Good spokespeople include the head of your organisation, someone from a partner organisation or local VIPs.
- > Insert Notes to Editors at the end of the release – this is information about your organisation and about Book Week Scotland. **(Notes to editors text about Book Week Scotland is provided in appendix 2).**



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- > Do not forget to include clear contact details and a mobile number at the end of the release.
- > Make sure you include your organisation's website in the body of the press release e.g. 'For additional information, go to **www.bookweekscotland.com**.'

Distribution

- > It is best to paste the text of the press release into the body of the email rather than sending it as an attachment.
- > Find out the publication day and print deadlines of your local paper, and send them the release in plenty of time beforehand.

Important information to include in all press communications

The following paragraphs should be used in all communications materials when describing Book Week Scotland:

Working with a wide range of partners, Scottish Book Trust – the national charity changing lives through reading and writing – will deliver events and activities across the country during Book Week Scotland 2021, which runs from 15 November to 21 November, linked to this year's theme of Celebration. Now in its tenth year, Book Week Scotland was initiated by the Scottish Government.

Hundreds of free events happen during Book Week Scotland across many different local authorities, funded by Scottish Library and Information Council (SLIC). This year, due to COVID-19 restrictions, public events may be limited, however there will be community-based and digital events to join.

www.bookweekscotland.com

If you would like a list of press contacts in your local area, please email keara.donnachie@scottishbooktrust.com.

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Evaluation

The events taking place this year are at the heart of Book Week Scotland 2021.

With the evaluation this year we would like to understand:

- > How many events and activities happened as part of Book Week Scotland 2021 and whether they occurred online, in-person or within a community
- > How many people attended a Book Week Scotland digital event, in-person or community activity
- > How many people are participating in Book Week Scotland
- > Demographic information on participants
- > What impact taking part in Book Week Scotland has for participants
- > If people are likely to participate in future iterations of Book Week Scotland
- > Event partners' experience of organising digital events, community activities or returning to in-person events

The data gathered will be used to report to Book Week Scotland's funders and to inform future planning.

If you have any questions about any element of the evaluation please get in touch with one of the team – we're always here to help!

gordon.connelly@scottishbooktrust.com

nyla.ahmad@scottishbooktrust.com

philippa.cochrane@scottishbooktrust.com

Evaluation methodology

There are several strands to our evaluation methodology for partners this year:

Audience feedback

To gather information on participants' experience of Book Week Scotland we will be asking them to complete a brief feedback form on SurveyMonkey. Anyone who completes the survey will have the chance to enter a draw to win one of five £100 vouchers.

How you ask your audience to complete the form depends on whether

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you are programming a digital event, community activity or in-person event:

- > **Digital events** provide an excellent opportunity to link participants directly to our Book Week Scotland feedback survey following the event.

With this in mind, we are asking that all partners delivering **digital events**:

- Display a slide at the end of their event with a hyperlink to our feedback survey on SurveyMonkey.
 - On booking pages – such as Eventbrite – clearly state that by supplying their email addresses, participants' agree to be contacted via email for evaluative purposes (**this is essential to comply with GDPR regulations**).
 - Contact participants via email after the event with a feedback reminder to complete the feedback survey.
- > For partners delivering **in-person events** or **community activities**, there are a number of ways you can point your attendees to the survey:
 - If you're using a projector as part of your in-person event, display a slide at the end of the event with a hyperlink to the survey. If you're not using a projector, ask your chair to mention the survey URL at the beginning and end.
 - Use our 'empty belly' posters to display a QR code that will take the audience to the online survey. Make sure to include some copy that makes it clear what the posters are for, i.e. 'Enjoyed this event/activity? Share your thoughts to be in with a chance of winning a £100 voucher!'
 - If you have taken bookings for your event or activity via Eventbrite, send out an email to your attendees afterwards with a polite reminder to complete the survey. Again, make sure you have clearly stated in your event/activity copy that by providing their email addresses, attendees agree to be contacted for evaluative purposes.
 - Use your social channels to remind anyone that attended your event or activity to share their thoughts.

Please ensure all dissemination of evaluation material is in line with current government guidelines at the time of your event.

Partner survey

We will be asking one member of your organisation to complete our online survey – via SurveyMonkey – this year.

The link to the survey will be sent out via email from the week beginning 22 November and the deadline for responses is by **5pm on Friday 17 December**.

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Please note that this survey will ask you for information about audience numbers from each of your digital events, community activities or in-person events, and as such you may require members of staff running each event/activity to collate this information and report back to you. This information is incredibly useful to us so please keep a note of it!

The online partner survey is in two sections:

Section 1: Audience data

We would like you to gather information about the audience for every Book Week Scotland digital event or community activity you run.

For **digital events**, please keep a note of the following:

- > How many digital events you are running using Book Week Scotland funding
- > How many, if any, digital events you are running in addition to those counted above
- > The maximum capacity of the event (e.g. a Zoom webinar for 100 attendees)
- > How many people signed up to the event
- > How many people viewed the event (including those who viewed a recorded version of the event)
- > **For Library Services only** – how many digital events you are running with SLIC funding

For **community activities and in-person events**, please keep a note of the following:

- > How many community activities or in-person events you are running using Book Week Scotland funding
- > How many, if any, community activities or in-person events you are running in addition to those counted above
- > If you are asking participants to sign-up beforehand, how many have done so
- > The number of people of people that participated on the day
- > **For Library Services only** – how many community activities or in-person events you are running with SLIC funding

Section 2: Organisational feedback

This section asks partners for general feedback of their experience of Book Week Scotland.

Questions include which elements, if any, of Scottish Book Trust's curated programme partners engaged with throughout the week (and if they were

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useful to their audiences) as well as how their events/activities positively impacted their participants.

Conversations and case studies

To gain a richer picture of their Book Week Scotland experience, Scottish Book Trust staff will collaborate with a number of partners to build a series of case studies.

These will be informal conversations, most likely over the phone, with a number of focused questions about partners' experience of the week. Questions will be circulated in advance to allow partners to prepare for the chat.

If you would like to participate in a case study please do get in touch with one of the team – we'd love to hear more about your experience of Book Week Scotland!

2021 evaluation timeline

Evaluation tools sent to you

Pre-Book Week Scotland

Evaluation surveys for partner feedback sent out

Week beginning 22 November

Deadline for evaluation survey for partner feedback

Friday 17 December

That's everything we're asking of partners this year! Together with Scottish Book Trust's own evaluative methods, this information will inform the final Book Week Scotland evaluation and give detailed insight about the project.

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