

NACWG: A WORD ON OUR BRAND

We're delighted you've pledged support to the First Minister's National Advisory Council on Women and Girls (NACWG). Communications are an important part of what NACWG does. Our Circle of supporters help us reach as wide and diverse an audience as possible. Here's some information on our communication strategy to help you see where you fit in.

OUR KEY MESSAGES

This is the language we use to describe what we're all about:

Who we are	NACWG was formed as a catalyst for change to address gender inequality by providing independent strategic advice to the First Minister
Our purpose	To drive action to encourage gender equality in Scotland
Our vision	For Scotland to be recognised as a world leader for its comment and action towards realising an equal society where all women and girls can reach their true potential
Our role	To focus at a strategic level on: <ul style="list-style-type: none">• Raising the nation's awareness of gender inequality, highlighting the complex, wide-ranging issues experienced by women and girls in Scotland today• Acting as a catalyst for change by identifying gaps in policy and work being undertaken to address gender inequality• Providing an independent, challenging voice to the First Minister and her team, with recommendations for action to influence positive change and gender equality in every community across Scotland• Championing and celebrating the positive impact that government policies make to the lives of women and girls

OUR MANIFESTO

This is a public-facing expression of NACWG's core message, designed to be a rallying cry:

**For generations, our history has been written by one gender.
One perspective, one vision, one half of the population.
Half of history is missing.
For years, we've been striving for change.
But now is the time to change for good.
To design a future where gender inequality is a historical curiosity.
With the voice of everyone we want to create a Scotland where we're all equal – with an equal future.
Together, we are generation equal.**

OUR VISUAL IDENTITY



#GENERATIONEQUAL

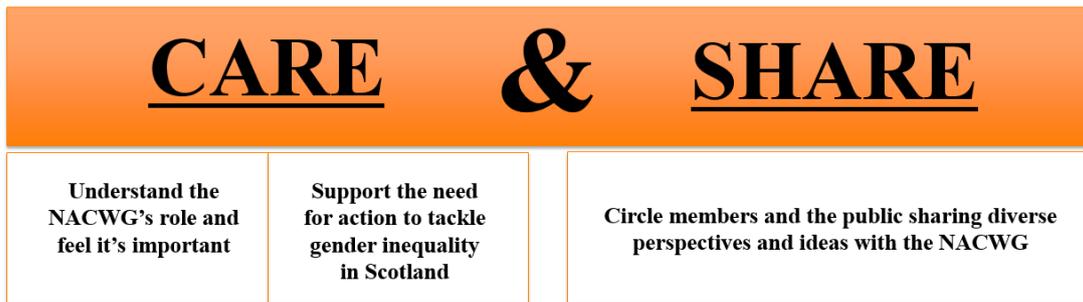
First Minister's National Advisory
Council on Women and Girls

Our [logo](#) is made up of four elements:

- An 'equals' sign: reflecting our purpose of accelerating gender equality.
- A speech mark: representing our commitment to involving a wide diversity of voices.
- Three circle shapes: representing the NACWG, the Circle and our Community of supporters.
- #GenerationEqual: the future we want to drive action towards in Scotland.

OUR COMMUNICATION STRATEGY

In summary, NACWG communications are designed to make people **Care & Share**:



OUR MAIN COMMUNICATIONS TACTICS

We currently focus on five main communications activities:

- **Media relations:** including generating PR coverage.
- **Circle activation:** encouraging active participation via events, Spotlights, and social media support.
- **Events:** hosting a range of events where Circle members can meet and share ideas.
- **Website and social media:** reaching as broad and diverse a range of people as possible.
- **Partnership:** working with relevant individuals and organisations to extend reach and influence.

RECURRING ACTIVITY

Every two months we put the Spotlight on a different gender equality issue. We ask three questions on our Spotlight topic and ask all our Circle members and the public to share ideas. Recurring Spotlight activity includes:

1. A 'Provocation Piece' – setting out why this issue is so important to address.
2. Three case studies of front line initiatives (usually in Scotland) – showcasing great work.
3. Three Spotlight questions – inviting 'Spotlight Wee Circle' group feedback (or individual) via the website.
4. An Instagram takeover – partnering with a high profile person who can help extend our social media reach.

Website: <https://onescotland.org/equality-themes/advisory-council-women-girls/>



Twitter: [@NACWGScot](#)



Instagram: [@NACWGScot](#)



Facebook: [@NACWGScot](#)

If you have any questions about the brand and communication strategy, please email ACWG@gov.scot