# Refugee Festival Scotland

# 12-26 June Toolkit

## Tips and resources for event organisers

@ScottishRefugeeCouncil
@scotrefugeecouncil.bsky.social
@scottishrefugeecouncil

**refugeefestivalscotland.co.uk**

REFUGEE FESTIVAL SCOTLAND

scottish refugee council

# What's in your toolkit?

**Thank you for being part of Refugee Festival Scotland 2026.**

This toolkit is filled with tips, advice and resources to help make your event a success.

**In it you will find:**

- Suggestions to help you promote your event
- Social media tips
- Guidance on taking and sharing photos at your event
- Advice on contacting local media

**You will receive the following resources by post:**

- Refugee Festival Scotland poster
- Event poster (with blank section for you to fill in)
- Photography notice
- Stickers for people who do not want to be photographed
- Refugee Festival Scotland leaflets

**We also have a range of digital resources for you to use:**

- A **checklist** to help you plan your event
- **Social media resources**
- **Refugee Festival Scotland logo and other design elements**
- **Template press release**
- **Template media invitation**

# Refugee Festival Scotland

Refugee Festival Scotland is a ten-day celebration of art, culture and community which takes place across Scotland. It is run in partnership with Refugee Week, a seven-day programme of events taking place in England and Wales.

# 75 years of the UN Refugee Convention

This year, Refugee Festival Scotland marks the 75th anniversary of the UN Refugee Convention – 75 years of standing up for the right to safety, dignity and belonging.

On 28 July 1951, the UK was one of the first countries to sign up to the Convention, promising to defend the rights of people fleeing war and persecution.

Today, those principles and protections are under threat from increasingly harsh immigration policies and a small but loud minority who want to spread fear and division.

We can’t let them win. Join us this summer as we come together in solidarity with our friends and neighbours to celebrate culture, creativity and community.

# Spread the word

Help make this year's festival a success by telling people about your event and other exciting things happening as part of Refugee Festival Scotland 2026. Here are a few tips to get you started.

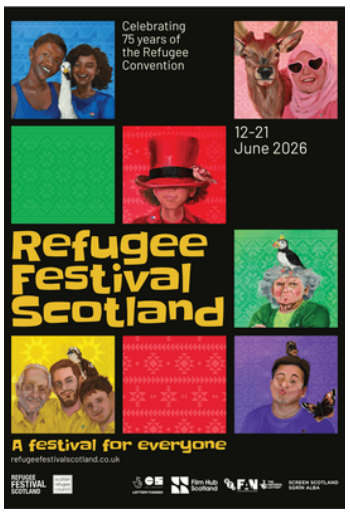
**Use your networks**
Tell friends, family, colleagues, people at your place of worship, and community groups in your local area that you're taking part in Refugee Festival Scotland. Let them know about your event, invite them to come along and ask them to help you spread the word.

**Put up a poster and hand out some flyers**
You will receive copies of two posters and a flyer to help you promote Refugee Festival Scotland and your event.

**Festival flyer:** Raise awareness about all the amazing events taking place across Scotland by handing out flyers or putting some in your local café, community centre, office, school, library or place of worship.

**Event poster:** Fill in the details on your event poster and display it where people are likely to see it.

**Festival poster:** Ask local shops, cafés and community hubs to put up a poster and help spread the word about Refugee Festival Scotland.




Please display one in a prominent place on the day of your event to show everyone that you're proud to be part of this year's festival.

**To request more posters or flyers, email festival@scottishrefugeecouncil.org.uk**

**Share your event listing**

All events will be individually listed on our Refugee Festival Scotland website. Event listings will be live on the website by mid-May. Share the link to your listing on social media, by email, on WhatsApp and on your website (if you have one) to let people know what will be happening on the day and how they can take part. You can find **event listings here**.

## Taking and sharing photos at your event

Our festival celebrates diversity by bringing people from different backgrounds together. Sharing photos and videos from your event is a fantastic way to spread this positive message.

**Consent**

**Please remember that some people may not want to have their photograph taken or shared.**

It is very important to let people know if photos will be taken at your event and give everyone a choice in whether or not to be photographed.

**Before sharing photos on social media or with the media, please make sure you have:**

- Permission from the person who took the photo or video to share their work
- Consent from anyone featured in the photos and videos to share their image in this way

**Please let people know if photos will be taken at your event.**

We will send you a photography notice and some stickers to help you do this.

- Please display your photography notice in a prominent place at your event where everyone can easily see it.
- Please also make sure that anyone who does not feel comfortable having their photo taken is given a sticker to wear. This will help people taking photos to identify them.
- Ask people photographing your event not to take pictures of anyone who is wearing a sticker.
- Ask people who do not want their picture shared publicly to avoid posing for photographs

**Share your photos and video with us**

If you take photos at your festival event, we'd love to see them.

You can share your photos and video clips with us on social media, either by direct message, or by tagging us in your posts. You can also send us images by email. Please remember to include a short description with any pictures you send.

**If an image of you has been shared on the Refugee Festival Scotland or Scottish Refugee Council websites, or on our social media, and you would like it to be removed, please let us know.**

**Contact us by email at festival@scottishrefugeecouncil.org.uk**

# Tips for social media

Social media is a great tool for connecting with other festival organisers, as well as letting people know about your event and how they can get involved.

**Follow us**
You can find us on **Facebook**, **Instagram** and **Bluesky**. Please follow us and remember to tag us in your social media posts.

**Post about your event**
We've created some Refugee Festival Scotland social media resources, which you can find **here.**

You are welcome to share these on social media, or use your own photos and video clips.

**Not sure what to post?**

Here are some ideas to get your started:

- Let people know why you're taking part in Refugee Festival Scotland and where they can find more information

- How does your event relate to this year's festival theme? What milestones will you be marking?

- Share key details about your event. What is happening on the day? When and where will it take place? How can people take part?

- What are you looking forward to? Is it the food, the music, the dancing? Are you excited about coming together as a community?

- Remind everyone about your event a few days before it takes place

- Create a buzz by posting photos, short video clips or stories about your event and the people involved. You can do this in the run-up to your event and/or post live updates on the day

- After your event, let everyone know how it went and thank people for coming along

**Suggested wording for social posts**

If you're not sure what to write, don't worry. Here are a few suggestions. Just replace the details in the examples below with information about your own event.

**Post 1**

We're proud to be part of Refugee Festival Scotland 2026!

Join us for **Tastes of Home** at **Glenburn Community Centre** on **18 June** for **a great day filled with food, friendship and cultural exchange**. We're really looking forward to celebrating with you: **[Add a link to your event listing on the Refugee Festival Scotland website]**

**Post 2**

Are you looking forward to Refugee Festival Scotland?

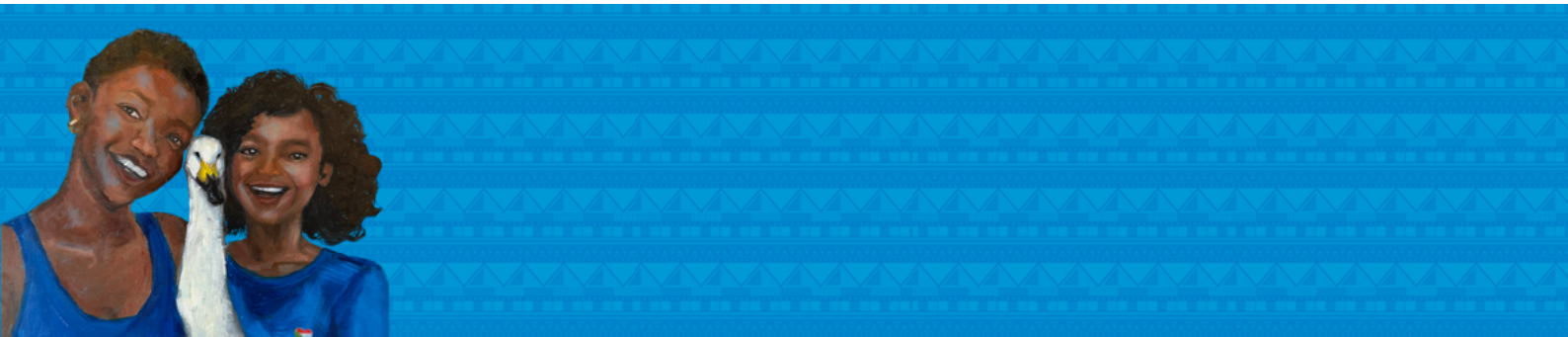
More than 100 events are taking place across the country from 12-21 June. We'd love to see you at **Football For All** on **15 June**.

Take a look at programme to find out what's happening near you: refugeefestivalscotland.co.uk

**Post 3** [to be shared a few days before the festival starts]

Refugee Festival Scotland begins this Friday. We can't wait to celebrate the diverse cultures and communities that make Scotland so great.

Join us on **21 June** for **: [Add a link to your event listing on the Refugee Festival Scotland website]**



# Responding to online abuse

Sadly, some groups and organisations working with people seeking safety may encounter hostility, trolling or online abuse, particularly on social media.

This can be upsetting, but it's worth remembering that online trolls make up a small minority of the population.

Many people in Scotland are kind, compassionate and supportive of celebrations like Refugee Festival Scotland.

If you do receive unpleasant comments or messages on social media, here are some recommendations to help you respond:

- Do not engage (even though it can be tempting)
- Hide or delete the comments so they can no longer be seen
- Block the accounts posting these comments and messages so they can no longer follow or interact with your content
- If comments contain swearing, harassment or abuse, report the account responsible for sending them to the social media platform
- If the comments contain threats of violence or hate speech, take screenshots and report them to the police.

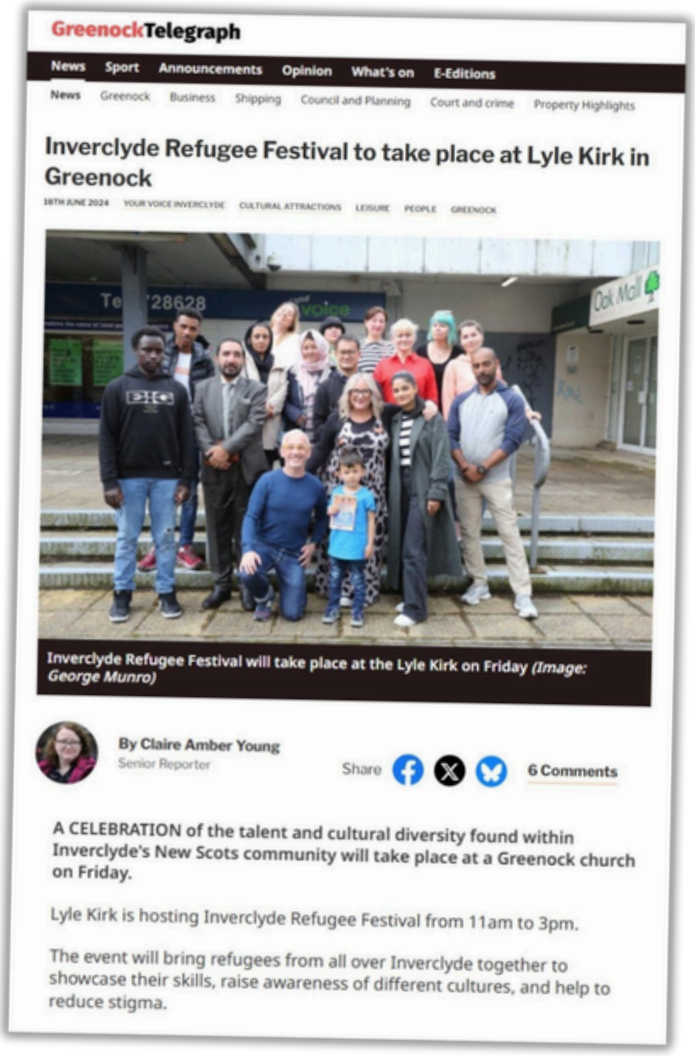
If you would like more information and advice, IMIX has created a useful **Guide for Charities Targeted by the Far Right**.

# Tips for contacting the media

Contacting local media to let them know about your Refugee Festival Scotland event can be a really great way to spread the word.

Local newspapers, radio and tv stations are always looking for news and stories about what's happening in the local area.

There are several different ways that you can get in touch with local media to let them know about your event.



GreenockTelegraph

News Sport Announcements Opinion What's on E-Editions

News Greenock Business Shipping Council and Planning Court and crime Property Highlights

**Inverclyde Refugee Festival to take place at Lyle Kirk in Greenock**

18TH JUNE 2024 YOUR VOICE INVERCLYDE CULTURAL ATTRACTIONS LEISURE PEOPLE GREENOCK

Inverclyde Refugee Festival will take place at the Lyle Kirk on Friday *(Image: George Munro)*

By Claire Amber Young
Senior Reporter

Share 6 Comments

A CELEBRATION of the talent and cultural diversity found within Inverclyde's New Scots community will take place at a Greenock church on Friday.

Lyle Kirk is hosting Inverclyde Refugee Festival from 11am to 3pm.

The event will bring refugees from all over Inverclyde together to showcase their skills, raise awareness of different cultures, and help to reduce stigma.

**You could do one, or all of these things:**

1. Provide some key information about your event and ask them to share these details with their readers, listeners or viewers in advance.

2. Send a press release giving more detailed information about your event. You can find a **template press release template here.**

3. Invite them to send a photographer or reporter to cover your event on the day. You can find a **template media invitation here.**

4. Share photographs and some information about your event soon after it has taken place

### Finding contact details for local media

You can find contact details for most local media online. Here are a few tips to get your started.

- Look on their website for a phone number or email address
- Look inside a copy of your local newspaper for contact details
- Find contact details for journalists on social media

### Sending your press release or media invitation

Send your press release or media invitation by email. Don't worry if you can't find a named journalist to contact. Sending the information to a general email address is fine.

Follow up by making a phone call a day or two later to check that they have received your email and ask if they would like any more information.

### Sharing your media coverage

If your event is covered by local newspapers, radio or television, we'd love to hear about it.

Please let us know if you see any media coverage about your event and send any links to **festival@scottishrefugeecouncil.org.uk**

## Fundraising

If you would like to raise funds for Scottish Refugee Council at your event, our Fundraising team are happy to help. They can give you advice, fundraising tips and any resources you may need.

**Email: funding@scottishrefugeecouncil.org.uk**

# Contact us

## Festival team

festival@scottishrefugeecouncil.org.uk

## Media team

media@scottishrefugeecouncil.org.uk

REFUGEE FESTIVAL SCOTLAND

scottish refugee council

## Thank you to our funders

CREATIVE SCOTLAND

ALBA | CHRUTHACHAIL

LOTTERY FUNDED

Film Hub Scotland

BFI FAN

THE NATIONAL LOTTERY

SCREEN SCOTLAND SGRÌN ALBA