



# How to run your **own** recruitment campaign

Stakeholder Toolkit

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**You can make the difference**

An example media release will be created and shared on the Stakeholder Resources page of the CareToCare.scot website. We will contact you once this is available.

## Sample photography, filming and recording consent form

This form should be completed by, or for, any individual appearing in photography, filming or recording.

### 1. To be completed by the participant (if they are over 18 and have no nominated guardian):

Your name:

I hereby consent to the Scottish Government, Stripe Communications (PR agency) and [INSERT ORGANISATION NAME] using my image, likeness and voice captured in any photography, filming or recording at:

[event name or detail]

on:

[date]

to be used in any and all media.

I understand that my personal data will be held in accordance with the General Data Protection Regulation.

SIGNED by participant:

Date:

### 2. To be completed by a parent or guardian (if the participant is under 18 and/or has a nominated guardian):

Participant's name:

Participant's age:

Parent/Guardian's name:

I hereby consent to the Scottish Government, Stripe Communications (PR agency) and [INSERT PROJECT NAME] using the image, likeness and voice of the above named person captured in any photography, filming or recording at:

[event name or detail]

on:

[date]

to be used in any and all media.

I understand that their personal data will be held in accordance with the General Data Protection Regulation.

SIGNED by Parent/Guardian:

Date:

## Social media image sizing guidelines

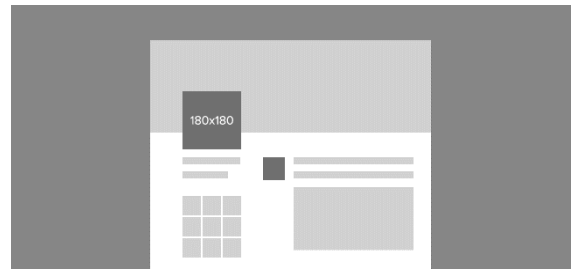
Below are a series of social media content creation guidelines that will show you how to select the best images to use on Facebook and Twitter.

### Facebook

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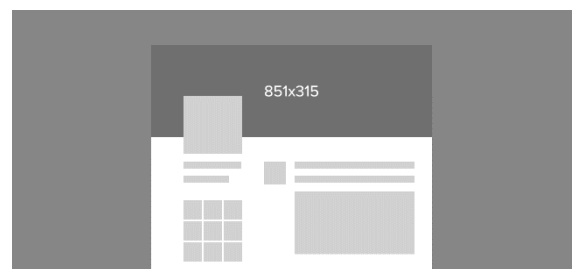
#### Profile Picture – 500 x 500

- Must be at least 500 x 500 pixels.
- Photo will appear on the page as 160 x 160 pixels.
- Photo thumbnail will appear as 32 x 32 pixels.



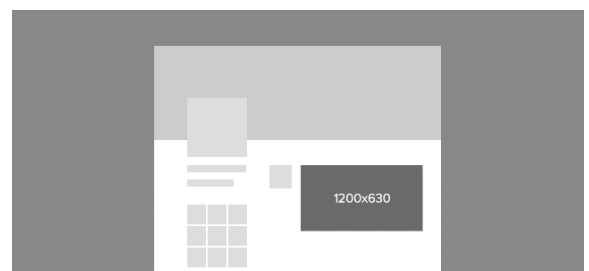
#### Cover photo – 851 x 315

- Appear on page at 851 x 315 pixels. Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.



#### Shared Image – 1200 x 630

- Recommended upload size of 1200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

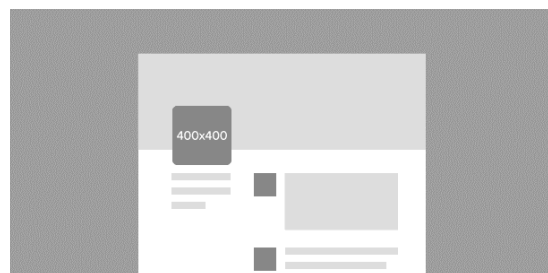


# Twitter

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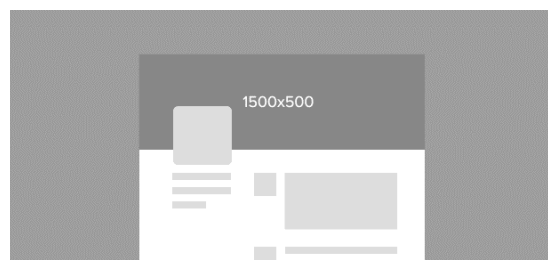
## Profile Photo – 400 x 400 (Displays 200 x 200)

- Square Image – recommended 400 x 400 pixels.
- Maximum file size 100 KB.
- JPG, GIF, or PNG.



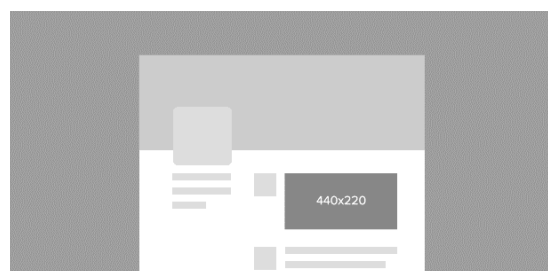
## Header Photo – 1500 x 500

- Recommended 1500 x 500 pixels.
- Maximum file size of 10 MB.
- JPG, GIF, or PNG.



## In-Stream Photo – Maximum 1024 x 514 (2:1 Ratio)

- Minimum to appear expanded 440 x 220 pixels (a 2:1 ratio).
- Maximum to appear expanded 1024 x 512 pixels.
- Appears in stream collapsed at 506 x 253 pixels.
- Maximum file size of 5 MB for photos, and 15 MB for animated GIFs.



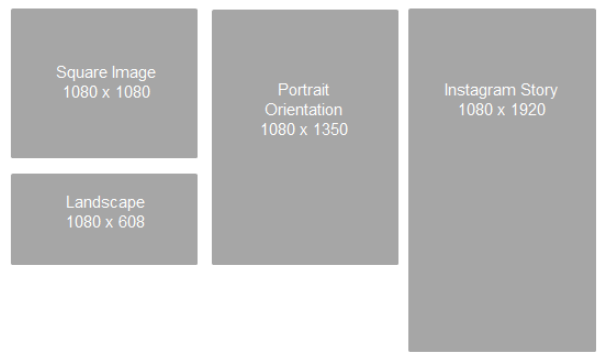


# Instagram

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## Instagram feed

- Portrait: 1080 x 1350 pixels.  
Square: 1080 x 1080 pixels.
- Image height may be adjusted to create a landscape or portrait shot.



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## Instagram Stories

- Recommended 1080 x 1920 (standard portrait shot).
- Instagram Stories last 24hrs and appear separately from gallery shots, at the top of the Instagram app.

## Filming advice

Video content is a great way to promote the great work your organisation and staff do. Please find a selection of top tips below.

- **Location:** Try to record in an area that is quiet with no background noise, and as much light as possible. Shoot outdoors preferably. If it has to be indoors, pick a room with lots of windows. Make sure the window light is shining onto your face and is not directly behind you in the shot.
- **Holding the camera/phone:** Please use horizontal, not vertical. Get someone else to hold the camera, no selfies, please! Use two hands when holding the camera or, even better, use a tripod if you have one. Make your movements as slow and steady as possible.
- **Narration:** Have one person at a time talking to the camera. Short and sweet is better. Don't feel you have to say everything in one take! Short sentences are fine and remember to pause in between. Speak clearly and slightly slower than you usually would and try not to use jargon.
- **Action:** Action shots show off the great work you do and you can have fun making it, the more relaxed and informal it is the better. If there is anything interesting happening at your organisation that you want to show the world, film it!