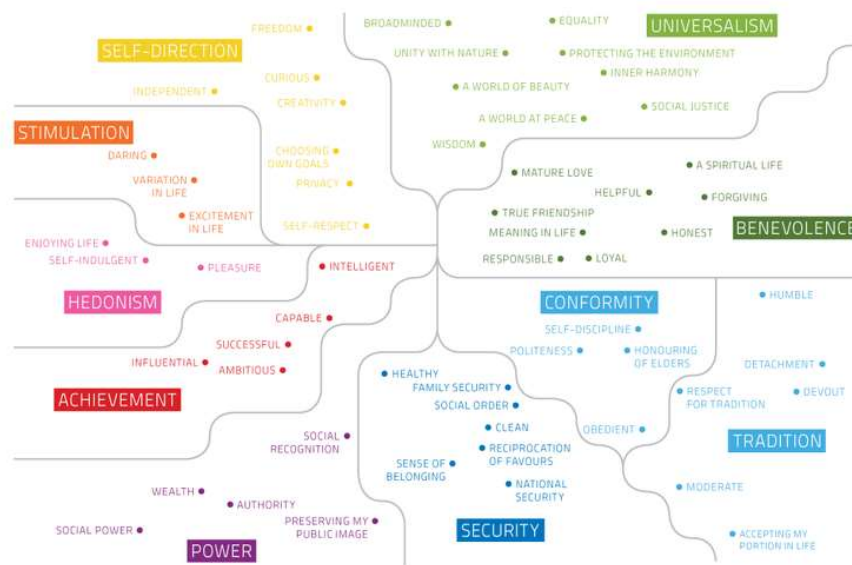


## LINK Covid comms framework:

**Theme:** we need nature and we need to look after it. Nature as a lifeline for us all stuck at home. Need to protect nature of our own health, community health and planet health.

**Values:** the values behind our messages in this period need to speak to our audience consistently and appropriately. Based on the Common Cause framework, the values LINK will communicate are: universalism, benevolence and security. These values should reflect unity with nature, nature for physical and mental health and finding meaning in nature.



**UNIVERSALISM**  
UNDERSTANDING, APPRECIATION, TOLERANCE AND PROTECTION FOR THE WELFARE OF ALL PEOPLE AND FOR NATURE.

**BENEVOLENCE**  
PRESERVATION AND ENHANCEMENT OF THE WELFARE OF PEOPLE WITH WHOM ONE IS IN FREQUENT PERSONAL CONTACT.

**TRADITION**  
RESPECT, COMMITMENT AND ACCEPTANCE OF THE CUSTOMS AND IDEAS THAT TRADITIONAL CULTURE OR RELIGION PROVIDE THE SELF.

**CONFORMITY**  
RESTRAINT OF ACTIONS, INCLINATIONS AND IMPULSES LIKELY TO UPSET OR HARM OTHERS AND VIOLATE SOCIAL EXPECTATIONS OR NORMS.

**SECURITY**  
SAFETY, HARMONY, AND STABILITY OF SOCIETY, OF RELATIONSHIPS, AND OF SELF.

**POWER**  
SOCIAL STATUS AND PRESTIGE, CONTROL OR DOMINANCE OVER PEOPLE AND RESOURCES.

**ACHIEVEMENT**  
PERSONAL SUCCESS THROUGH DEMONSTRATING COMPETENCE ACCORDING TO SOCIAL STANDARDS.

**HEDONISM**  
PLEASURE AND SENSUOUS GRATIFICATION FOR ONESELF.

**STIMULATION**  
EXCITEMENT, NOVELTY AND CHALLENGE IN LIFE.

**SELF-DIRECTION**  
INDEPENDENT THOUGHT AND ACTION - CHOOSING, CREATING, EXPLORING.

Common Cause Handbook, 2011:

<https://publicinterest.org.uk/download/values/Common%20Cause%20Handbook.pdf>

**Context:** Although LINK has not traditionally communicated publicly in its own right, over the last year or so, we have run the Fight for Scotland's Nature campaign and started to use LINK Thinks and twitter to support member messages and emphasise network wide priorities. In the current crisis and lockdown in Scotland, we want to provide a reminder of the value of nature to everyone, to illustrate how nature enriches us and makes us healthier and protects us from global events. We want to focus on the positive message of what nature does for us, in the context of the current crisis, which reflects that all is not well with our ecological world and we need to come out of this with a better strategy for nature and for society as a whole.

**What do we want to change during this crisis?**

We want people to care and share their cares and loves for nature through social media: twitter, facebook and instagram. Our aim is to build and maintain levels of hope for the future and prospect of a greener, more sustainable and socially just future as we emerge.

**Our audience:** Environmentalists, parents and grandparents, young professionals

[Usual audience: these plus parliamentarians and policy makers. Latter explicitly excluded in this comms plans except where they also fall into the above categories].

**Inspiring action, influencing change:**

We'll inspire action and influence change by amplifying and sharing key messages that chime with our focus. Tactics will include:

Creating LINK staff, Hon Fellows and trustee opinion pieces

Creating LINK member opinion pieces (CEOs and specialists)

Requesting influencer opinion pieces (specialists, often with high reach themselves)

Re-posting influencer content (bloggers, authors, artists, academics...)

Re-posting LINK member content (share newsletters and initiatives from others)

**Our language and tools:**

Use LINK library images

pose question for answering / replying to

use accessible, inspiring language

Stories: start with stories from staff and Hon Fellows. Use these to encourage others to contribute own stories and amplify those.

Comms tools to use: LINK twitter, Instagram, facebook. Supported by LINK Thinks, articles elsewhere and films on you tube

**Tone:**

Is the message framed positively?
Is the message enabling positive action?
Does the message reflect the value above?
Does the message avoid unfounded criticism or sweeping generalisations, not backed up by evidence?

When assessed against this check list, the message must score 3 yes and 1 no – in that order.

**Impact:** track clicks, post likes and shares, and followers.

**Timeline:**

Stage 1: 30 March – 14 April: valuing nature promoting and using hashtags with members

Stage 2: adopting above approach from mid April until further notice.

**Filters to use when posting:**

How will this look in the middle of the crisis?

Does this meet our audience’s emotional needs?

**Actions:**

Audit current content on website: is there anything on there that is no use / tone deaf?

Ensure fit with FFSN plans

Set up analytics on twitter, facebook and Instagram