

QUARTERLY COMMUNICATIONS REVIEW APRIL - JUNE 2019

The Scottish Rural Network (SRN) encourages rural development by sharing information, ideas and good

practice, with a large part of our work delivered through our communications activity.

Every year, we develop a communications plan which is partly informed by

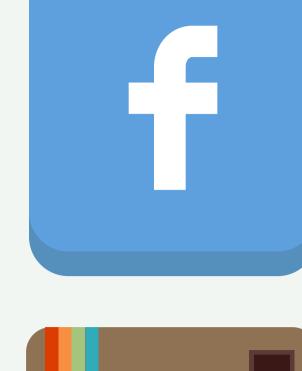
an audience survey to make sure we are meeting the following objectives:

- Get more people from rural communities, businesses, and the wider public involved in policy decisions that affect them
- Help improve the delivery of the Scottish Rural Development Programme (SRDP)
- Inform farmers, rural businesses and communities about policy and
- funding opportunities • Encourage innovation in agriculture, food production, forestry and rural

areas. Every financial quarter, we will be publishing an update on what the SRN

team has been up to and what our main communications have been. CHANNELS & AUDIENCE The SRN have a unique audience of organisations and people who live or are

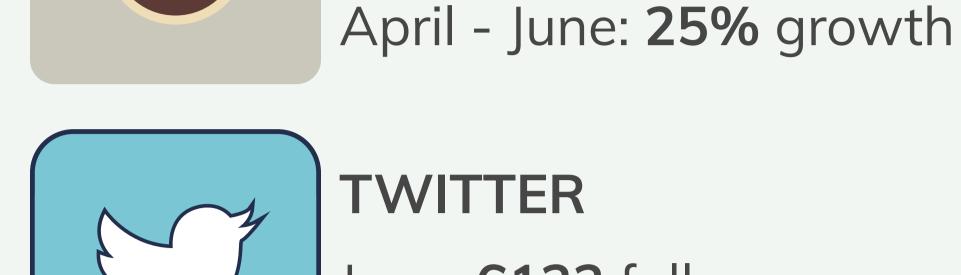
interested in Scotland's rural areas, and we communicate with our audience through a range of channels, including: VIMEO **FACEBOOK**



June: 1838 followers

April - June: 3.5% growth

INSTAGRAM June: 282 followers



TWITTER

June: 6133 followers April - June: 1.5% growth

TIMELINE OF ACTIVITY

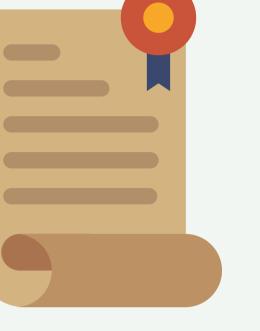


May - 256 video views

June - 254 video views **WEBSITE**

April - 241 video views

April - 7136 sessions May - **7425** sessions



June - 5980 sessions

NEWSLETTERS Network News: 1541



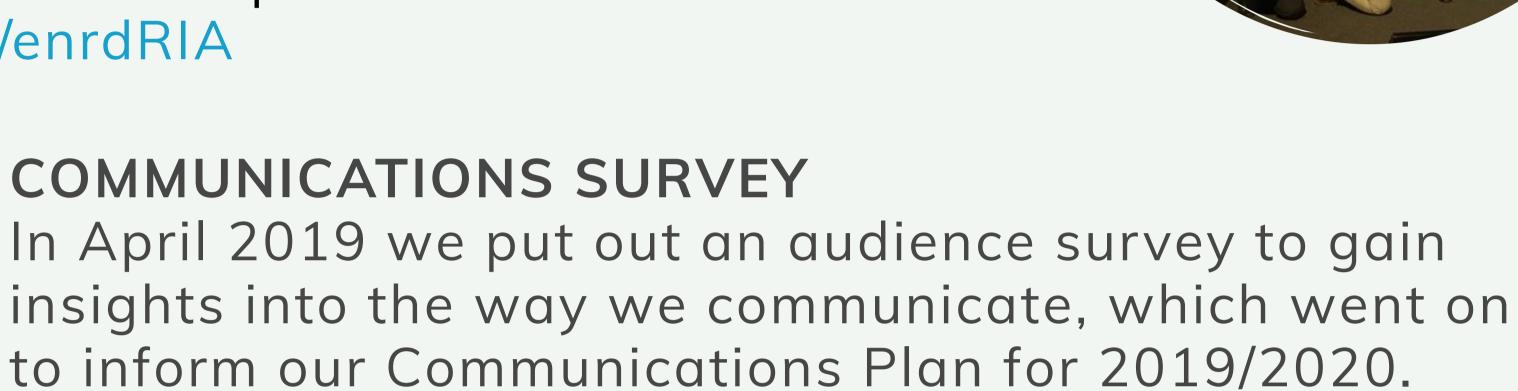
subscribers in June LEADER News: 253



European Commissioner Phil Hogan announced the five winners of the inaugural Rural

Inspiration Awards in Brussels, with the SRN in attendance. We represented Scotland along with two Scottish project nominees and colleagues from the Rural Innovation Support Service (RISS). Full event report available here: bit.ly/enrdRIA **COMMUNICATIONS SURVEY**

NETWORX | RURAL INSPIRATION AWARDS



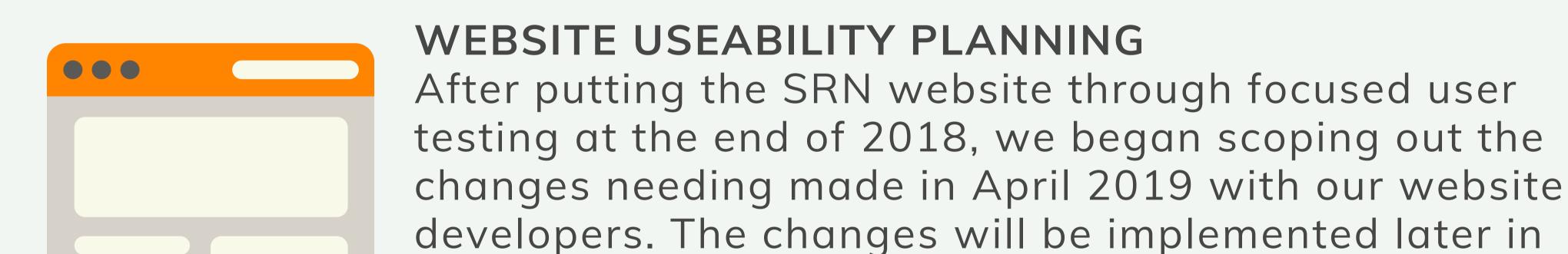
We found that at the time of survey, the top four career



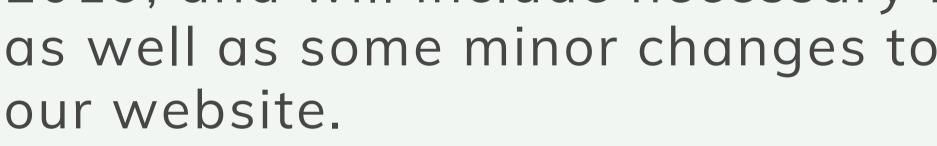
year. The workshop aimed to scope out future

joint working opportunities between SRA and

paths of our audience were in community development, enterprise, environment and farming. SCOTTISH RURAL ACTION WORKSHOP The SRN team provided facilitation support to Scottish Rural Action (SRA) and rural policy colleagues at their 'Rural Parliament - Next



Scottish Government.



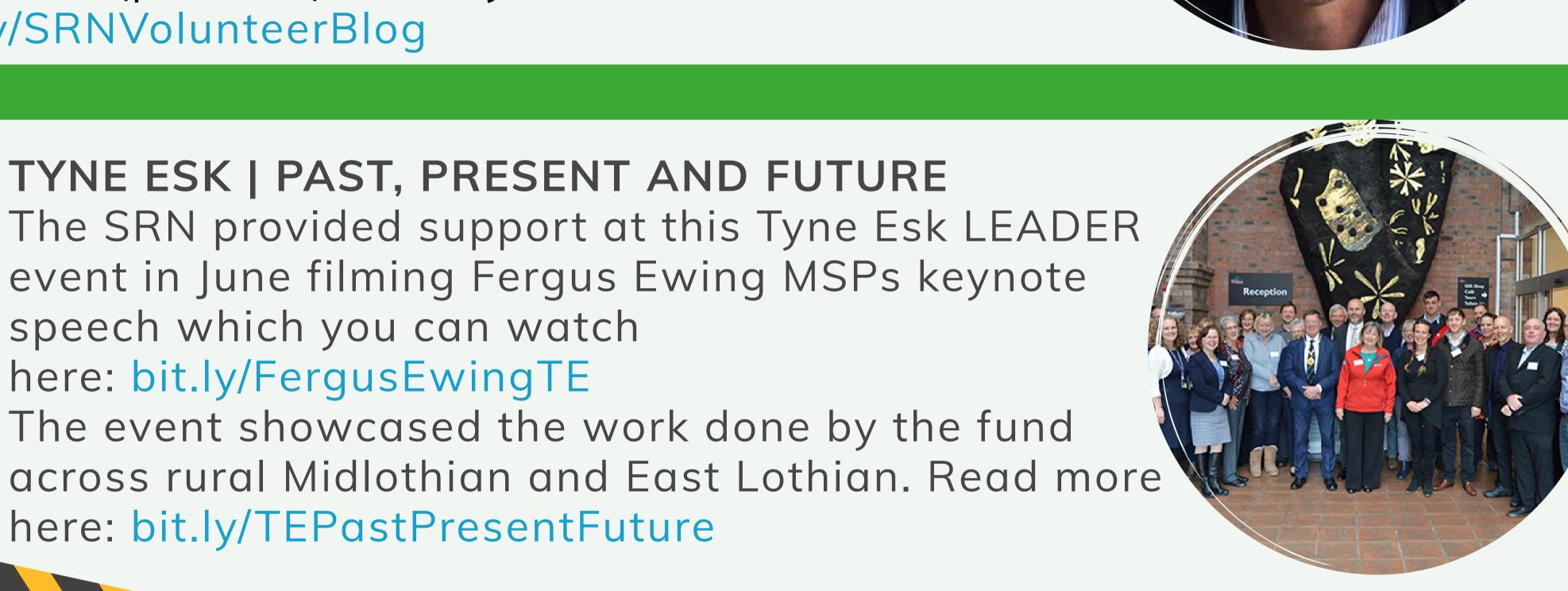
2019, and will include necessary functionality upgrades as well as some minor changes to the look and feel of EU DESK OFFICER | TYNE ESK PROJECT VISITS We met with colleagues from the LEADER Delivery



from the European Commission on her visit to Scotland. Ms. Puosiunaite was here to attend

the bi-annual Rural Development Operational Committee (RDOC) meeting being held in Edinburgh this year. Read more here: bit.ly/TyneEskVisits NATIONAL MENTAL HEALTH AWARENESS WEEK





STORNOWAY

June

2019

encourages children to be creative and make the most of nature. Watch it here: bit.ly/SRNWildSparks SCOTTISH LEADER STAFF GROUP MEETING |

BROCHURE

Rural Network News | Scottish people support their farmers

Rural Network News | Rural Skills Action Plan Launched

Rural Network News | Mental Health Awareness Week

Rural Network News | Still time to take part in our short survey

Rural Network News | Help us improve what we do

LEADER Newsletter | April 2019

bit.ly/SRNVolunteersWeek. We also featured a quest

TYNE ESK | PAST, PRESENT AND FUTURE

blog on our website from volunteer chef George

Thomson (pictured) which you can read here:

speech which you can watch

here: bit.ly/TEPastPresentFuture

here: bit.ly/FergusEwingTE

bit.ly/SRNVolunteerBlog

We helped support the SLSG meeting in June 2019, which included a workshop led by SRN's Alistair Prior on evaluation for Local Action Group staff members. Delegates also attended projects funded under the local Outer Hebrides LEADER programme. read more here: bit.ly/SLSGStornoway

CASE STUDY | WILD SPARKS

We released a new video case study in June

featuring Wee Wild Sparks Outdoor Nursery, a LEADER

funded project based in Rural Perth & Kinross that

SCOTTISH RURAL DEVELOPMENT PROGRAMME

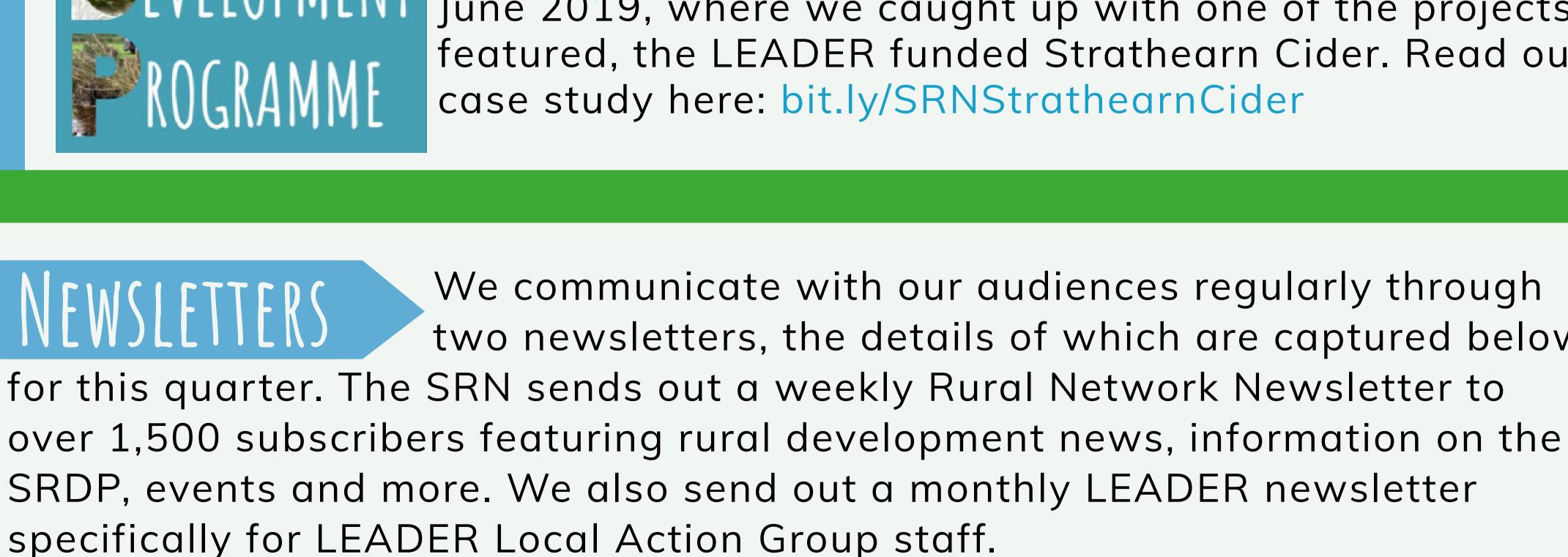
The SRN produced a new flyer featuring projects funded

featured, the LEADER funded Strathearn Cider. Read our

by Scottish Rural Development Programme (SRDP), as

well as some facts and stats from the SRDP team. The publication made its debut at the Royal Highland Show June 2019, where we caught up with one of the projects

case study here: bit.ly/SRNStrathearnCider



CAMPAIGN

We communicate with our audiences regularly through two newsletters, the details of which are captured below

LEADER Newsletter | June 2019 28 Jun Rural Network News | Take a look at our new SRDP projects brochure 26 Jun

20 Jun

13 Jun

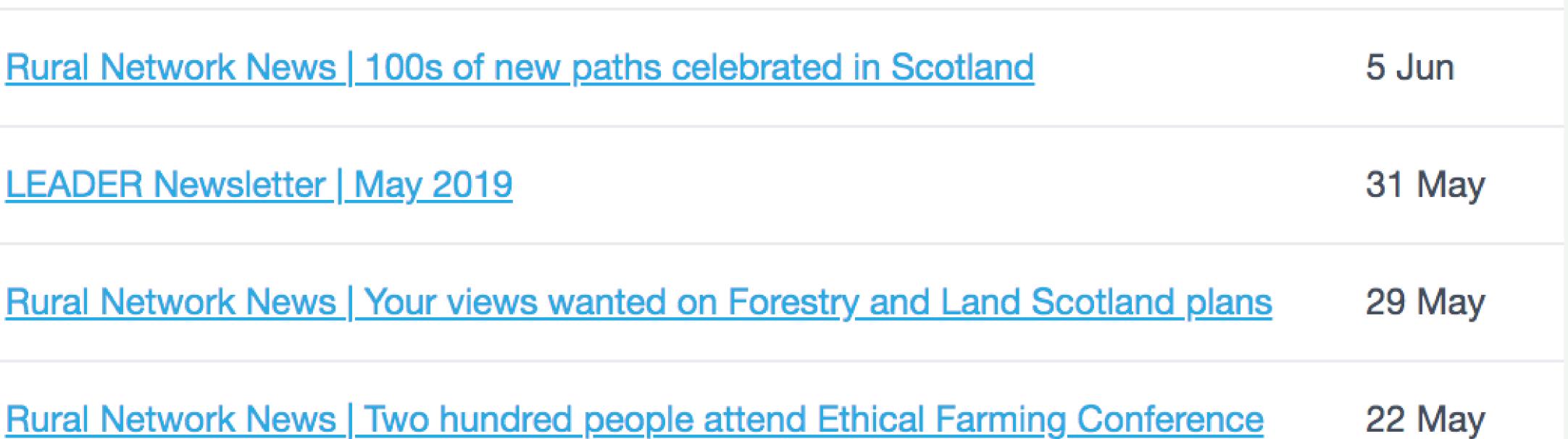
15 May

8 May

3 May

24 Apr

5 Apr



Rural Network News | Knowledge Transfer and Innovation Fund investment announced

Rural Network News | Take a look at our Rural Jobs Round Up 1 May

Rural Network News | Islands consultation launched 12 Apr

3 Apr LEADER Newsletter | March 2019