



Club month – August 2021

Club month aims to raise awareness of hill walking, climbing and ski touring clubs to a wider audience and help to support clubs to grow and find new members through Mountaineering Scotland social media channels and resources.

This year club month will take place in **August**, to make the most of the increase in interest and participation in climbing, walking and ski touring over the last year. Moving forward, we would like to make this an annual event in early spring.

How will it work?

Through out the month, Mountaineering Scotland will share a range of club-related content across all our social media channels (Facebook, Twitter and Instagram) and other channels where appropriate to:

- Show the range of clubs, activities and levels of participation available
- Highlight what being part of a club means and why they should consider joining
- Demonstrate how clubs have adapted to COVID to enjoy activities safely
- Provide examples of club meets / social life

To make this work, WE NEED YOUR HELP!

How to get involved

Below are some of the content ideas we would like to include and ways in which your club and it's members can get involved.

Content	Club contribution	Deadline for content
<p>Video: Reasons to join a club Send us your video clips and we will create the video</p>	<p>Video your members or get them to video themselves telling the world why they love being part of a club (more details below)</p>	<p>Tues 3 August</p>
<p>Club profiles Raise awareness to gain new members or share something special about your club</p>	<p>Create a short profile (<300 words) and send us some photos/video of your club (see how to guide below). You might like to include:</p> <ul style="list-style-type: none"> - Club activities - Social activities - Your members - Support for new members - Training/skills development - Fundraising/supporting local community 	<p>Mon 26 July</p>

<p>Trip/meet reports Share some recent meets to illustrate the types of activities and meets available eg day meets, weekend/camping/hut trips, training/skills days</p>	<p>Tag us in your own social media posts or send us a short summary and photos/videos to post on ours channels.</p>	<p>Would be useful to have some by 26 July</p>
<p>'Come and try' sessions / events for non-members Schedule a meet for newcomers to come and try your club for a day</p>	<p>Email us with details to share on our social media channels.</p>	<p>1 August</p>
<p>List of clubs actively recruiting new members If your club is looking to grow and get more new members, send us details and we will add them to a page on our website which we will share.</p>	<p>If your club would like to be included, please email us with details of the following:</p> <ul style="list-style-type: none"> • Name of club • Geographical area served • Open to beginners? Yes/No (If no, what skill level do you expect) • Website/Facebook page • Contact details 	<p>Ongoing</p>
<p>Create your own</p>	<p>If you have any ideas for your own videos, slideshows, infographics etc we would love to see them and be happy to share.</p>	

Reasons to join a club video project

WE are asking you and your members to record video clips of themselves answering some or all the following questions:

- What's your name?
- Which club are you a member of?
- What activities does your club do (including social)?
- How long have you been a member?
- Why did you decide to join a club?
- What's the best thing about being part of your club?
- Why should someone else want to join your club?
- Anything else you'd like to add

Please read the following guidelines:

- Hold the phone/camera in portrait format like this



- Ask the person to look straight into the camera
- Remember to smile!
- Answer the question fully and leave a space in between sentences to make editing easier! eg Hi my name is Meg...I'm a member of ** club....We are a hill walking and trad climbing club....I joined because I wanted to meet more people who were into climbing etc etc
- Avoid too much background noise eg running water, bird noise, traffic
- If you can also get some 'cutaway' shots eg of people walking in a group, the person climbing, general club goings on that would be super helpful.

How to send us your content:

- If you are sending multiple photos, video files and any other big files please use [Google drive](#), [Dropbox](#), [WeTransfer](#) or similar rather than sending by email.
- You can send us text, word documents and up to 4Mb of photos by email to info@mountaineering.scot
- Please ensure that video, photos and text follow COVID guidelines and have permission of adults and parents of children before use.
- Remember to include your website/Facebook page/contact details and social media tags where appropriate so that people can find you.
- Tag us in your own social media posts:
 - Facebook/Instagram: @mountaineeringscotland
 - Twitter: @mountain_scot