



# CULTURAL PROTECTION FUND

Publicity Toolkit  
for Grant Recipients

2020-21

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# INTRODUCTION

## **Congratulations on your successful grant application.**

This document intends to support you in the promotion of your project, and to guide you on the British Council's publicity requirements.

It is important as a grant recipient that you promote the activities of your project as widely as possible so that the public can see how the grant is being used, and how the project relates to the aims of the Cultural Protection Fund.

As a grant recipient you are responsible for the promotion of your activity with local media and partners, and for developing positive engagement with external audiences. When promoting your project and activity you will need to ensure that you acknowledge the British Council and DCMS, and that you are consistent in your acknowledgement of the funding.

This document contains guidance to support you in meeting these requirements. It includes some advice and tips to help you to get the most out of your funding, and to build and develop new audiences for your project and organisation.

Please make sure that you read the full document before you begin to promote your work.

Image right: Ornamental stone cutting, part of World Monument Fund Britain's Syrian Stonemasonry project and 42-week vocational course  
Copyright: Mohammad Magayda

Cover image: Woodwork graduate Khadija  
Copyright: Turquoise Mountain Trust



# FIRST STEPS

Once you have received your grant agreement, you will be contacted by the Cultural Protection Fund team with a request for information about your project.

1

## **Images**

Send your contact in the Cultural Protection Fund team five or more images that we can use to announce your project. See the Images Guide on pages 7-8 for more information on what we are looking for.

2

## **Website**

If possible, create a webpage online, ideally on your organisation's website, to share the details of your project. Make sure you include the British Council and DCMS logos, and the standard text (see page 5), and contact us with the website copy for us to check and approve.

3

## **Press release**

Once your project is online, create a press release to send to your press contacts and any key media targets to announce your project. Before sending the press release out, make sure to get approval from your contact in the Cultural Protection Fund first.

4

## **Social media**

Schedule posts on social media to announce your project. Use the hashtag #CulturalProtectionFund and tag @BritishArts and @DCMS.

5

## **Acknowledging the British Council and DCMS**

Make sure that you acknowledge British Council and DCMS correctly in all of your publicity and communications. There's more information on getting this right on pages 5-6.

6

## **Keep us updated**

We regularly promote the projects supported by the Fund across British Council social media channels, and through the [Cultural Protection Fund E-newsletter](#).

If your project is creating publicity content, such as high quality images and videos, and/or interesting stories about cultural heritage protection, send these to your contact at the Cultural Protection Fund.

# PUBLICITY REQUIREMENTS

## ACKNOWLEDGING THE BRITISH COUNCIL AND DCMS

Acknowledge the British Council and DCMS when describing the Fund in all publicity. Below you will find the recommended standard text to use, and guidance on incorporating this text into your promotional activity.

### **Standard text to use when acknowledging the Fund**

The British Council's Cultural Protection Fund, in partnership with the Department for Digital, Culture, Media and Sport, supports projects which protect cultural heritage at risk due to conflict or climate change, mainly in the Middle East and parts of North and East Africa.

### **Publicity**

You are welcome to change the structure of the above standard text, taking into account the following:

- You must acknowledge that the funding is from the British Council's Cultural Protection Fund which is set up in partnership with DCMS.
- You must not alter the above definition of the Fund, but may wish to exclude this text depending on the communications activity, or to build on it using the standard copy that can be found on the [Culture and Development website](#).

The following example represents the minimum required acknowledgement:

[Name of your project] is funded by the British Council's Cultural Protection Fund, in partnership with the Department for Digital, Culture, Media and Sport.

## WHEN TO GET SIGN OFF FROM THE CPF TEAM

You will need to get the British Council's written approval of all public statements or press releases that you issue in relation to the project or any part of it.

However, you don't need to arrange sign off for other promotional activity, such as hiring a photographer, posting on social media, talking about the project at events or liaising with project partners on promotional activity. If in doubt, contact the Cultural Protection Fund team.

## LOGO USAGE

Include the British Council and DCMS logos in the following:

- Web pages
- Press releases
- Branded event materials. For example, banners, stands.
- Printed literature about your project. For example, information leaflets, posters.
- Videos reporting on your project

Visit the [Links and Contact](#) section on page 9 for information on how to download the appropriate logos. It is important that these logos are not altered or adjusted in any way.

## SOCIAL MEDIA

We encourage all grant recipients to use the #CulturalProtectionFund hashtag. Tag @BritishArts and @DCMS in tweets and other social media posts. Using the hashtag means that we are more likely to see your social media activity.

You don't need to seek approval for social media posts but please adhere to the Cultural Protection Fund publicity requirements where appropriate.

## EVENTS

Keep your contact at the Cultural Protection Fund up to date on any events or activity related to your project. We may be able to support you in publicising this activity.



# IMAGES GUIDE

## PUBLICITY IMAGES WHAT TO SEND US:

Regularly sending images, videos and stories about your project helps the Cultural Protection Fund team to promote your project through British Council's website and social media.

We understand that you are required to send images to the Grant Managers to show your progress. The requirement for publicity images is slightly different and we are looking for high quality images of project activity that will be interesting to an external audience.

For publicity, quality is better than quantity. Even one high quality image with an interesting story could help to promote your project.

### Examples of the type of images we are looking for:

- Images of activities supported by the Fund, and people taking part
- Before and after images
- Images with good lighting
- Images that are high resolution and in-focus
- Images that highlight interesting details i.e. craft, calligraphy and design

### Examples of images that we are unlikely to use include:

- Images that have a low-resolution and small file size
- Blurry or out of focus images
- Have low quality lighting

Image right: Nawruz Festival in Afghanistan  
Copyright: Turquoise Mountain Trust



# SHARING IMAGES

## FILE SHARING

Send us images as individual jpeg and png files where possible. High quality images and videos will often be too large to send through email, particularly if you are sending more than one image. There are free software options available for sending large files, such as [Dropbox](#) and [Wetransfer](#).

## CAPTIONS

Captions are descriptions that explain the context of images and videos, and describe what is happening and where. Send captions with all of your images, either in a separate document or in file names. To help us share accurate and engaging information about projects, clearly explain the context of your images. Facts and anecdotes that we can reference may also be useful and interesting to an external audience.

## PERMISSIONS AND COPYRIGHT

Include the copyright information with all images that you send. As per the grant agreement, you are required to send digital images that can be used for publicity. It is your responsibility to ensure you have the permission to use and distribute the images that you send, and we will assume the right to use any images that you send us.

## QUALITY AND QUANTITY

It is important that we are transparent about the Fund and publically share information about the projects it supports. We would like to publically share updates and images from all projects supported by the Fund.

Some projects will create more images and stories than others, and have more capacity to collect and share them. If you have any concerns about creating publicity content please speak to your contact in the Cultural Protection Fund team, we may be able to assist you further.



# LINKS AND CONTACT

## CONTACT

The Cultural Protection Fund team will contact you with requests for promotional information about your project. You are also welcome to contact us at any time. Please email [culturalprotection@britishcouncil.org](mailto:culturalprotection@britishcouncil.org) if you would like to speak to someone from the team about publicity and promotion.

For anything else, please contact your Grant Manager.

## USEFUL LINKS

### Information on projects funded so far

[www.britishcouncil.org/arts/culture-development/cultural-protection-fund/projects](http://www.britishcouncil.org/arts/culture-development/cultural-protection-fund/projects)

### Dropbox folder with DCMS and British Council logos

[www.dropbox.com/sh/ayiydpatug0g3yb/AABMie08zD-dLYC7OC8YroH4a?dl=0](https://www.dropbox.com/sh/ayiydpatug0g3yb/AABMie08zD-dLYC7OC8YroH4a?dl=0)

### British Council Arts Twitter

[www.twitter.com/BritishArts](https://www.twitter.com/BritishArts)

Hashtag #CulturalProtectionFund

### DCMS Twitter

[www.twitter.com/DCMS](https://www.twitter.com/DCMS)

### British Council Arts Facebook

[www.facebook.com/Arts.BritishCouncil](https://www.facebook.com/Arts.BritishCouncil)

### DCMS Facebook

[www.facebook.com/dcmsgovuk](https://www.facebook.com/dcmsgovuk)

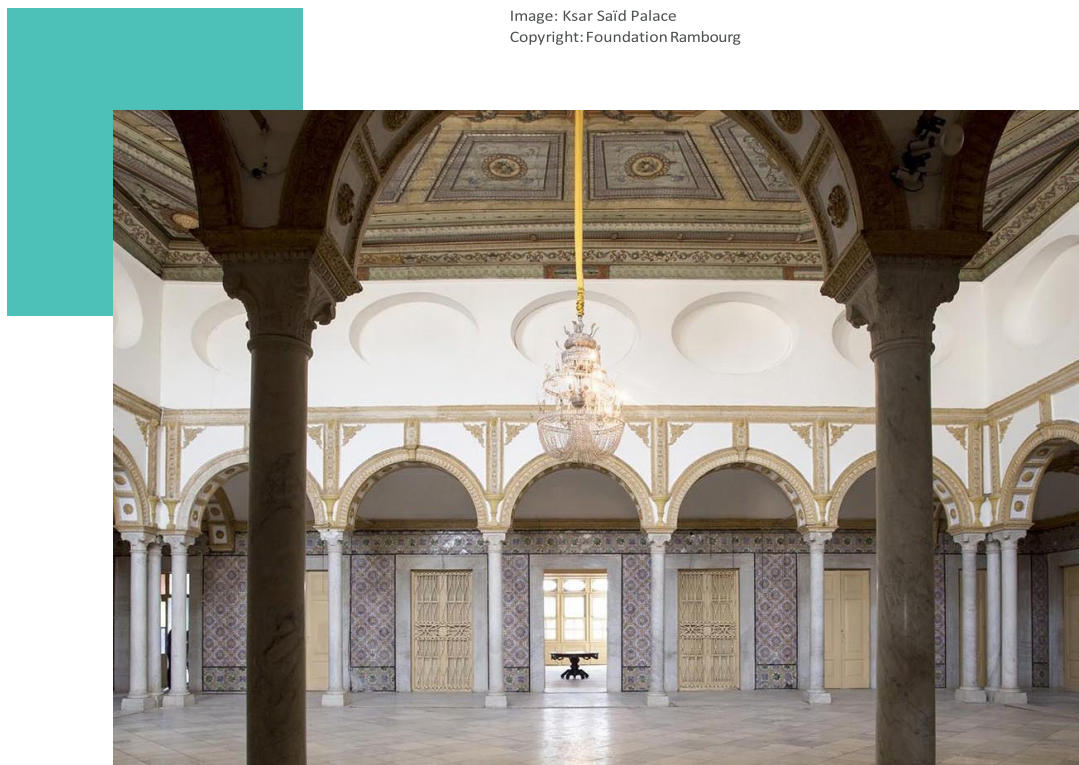
### British Council Arts Instagram

[www.instagram.com/BritishArts](https://www.instagram.com/BritishArts)

### DCMS instagram

[www.instagram.com/dcmsgovuk](https://www.instagram.com/dcmsgovuk)

Image: Ksar Saïd Palace  
Copyright: Foundation Rambourg



# CHECKLISTS

## WEBSITE

Use this checklist before publishing your website to make sure it meets the Cultural Protection Fund requirements.

1. Have you included the British Council and DCMS logos on your website?
2. Have you acknowledged the British Council and DCMS using the recommended text? (See page 5)
3. Have you sent your website copy to your contact at the Cultural Protection Fund for approval before publishing?

## IMAGES

Use this checklist before sending images to the Cultural Protection Fund to make sure you are sending all the required information.

1. Have you saved images as png and jpg files?
2. Have you sought and included the appropriate copyright information?
3. Have you written the copyright and caption information for each image/video, either in the image name, in a separate document, or in an email?
4. Have you saved the most high resolution images?