

# COMMS

GUIDE FOR  
AWARDEES



**“Yes, I can do this.**

**I’m going to give it a go and  
see how it works.”**

*Firstport Awardee*

# Welcome

To the Firstport Community

Congratulations on receiving an award or business support from Firstport. Whether you've secured funding to bring your social enterprise to life or are receiving expert guidance to grow your venture, we're thrilled to welcome you to our community. We look forward to supporting you on your journey and helping you take the next steps with confidence.

Staying connected with Firstport after receiving an award offers you a wealth of ongoing benefits. By engaging with a supportive network of peers, you can share experiences, gain insights, and foster collaborations that enhance your social enterprise journey. Scroll to the bottom of this guide to learn more about our online Communities platform.



# START SPREADING THE NEWS

Social Media is quickest way to tell people about your award or business support from Firstport, and the fantastic work that you do.

Setting up social media channels such as Facebook, LinkedIn and Instagram is easy and only takes a few minutes. There are also multiple tools out there that can make creating content and scheduling posts more manageable for you.

If you need support with getting your social media profiles started, we can help you with that too.

**Keep in touch.**

**We would like you to:**

**Share the news of your award on social media** – we have provided some templates on the following page that you can use, but feel free to write your own.



**Follow Firstport on social media**

**Facebook** – @FirstportScotland

**Instagram** – @FirstportScotland

**LinkedIn** – @Firstport

**BlueSky** – @firstportscotland

**Use social media to promote your news**, wins and pictures of your business with us throughout your journey.

**Tag Firstport in your posts**, then we can share your stories with our social enterprise community.

*These templates are to be used as a guide. Use them as inspiration to craft your own fantastic posts. Please do tag in Firstport, so we can share your news.*

## FACEBOOK TEMPLATE

We're over the moon to share that we've been awarded funding from @FirstportScotland. This funding is a game-changer for us and [Insert beneficiaries]. It means more opportunities for [social impact] in [Area]

When we began our social enterprise journey, we could only dream of reaching this stage. Now, thanks to @FirstportScotland, those dreams are becoming a reality. We're so excited for what's ahead—thank you for being part of our journey.

## LINKEDIN TEMPLATE

Today, I'm excited to share some incredible news: our social enterprise [Name] has been awarded funding from @Firstport. When we started, we had a vision of creating a space where [Insert Services and Social Impact]. Along the way, we realised that [Insert what made you apply for funding was needed]

This funding from Firstport Scotland allows us to [Insert what the award will allow you to do.]

This milestone wouldn't be possible without the trust and belief Firstport has placed in us. We're inspired to do more, grow further, and continue making an impact. Here's to creating brighter futures—together!  
#SocialEnterprise #Soцент #FirstportScotland

*The images throughout this branding guide are used with the consent of Firstport Award Winners from across our funding and investment programmes.*



## BLUESKY POST 1

Exciting news: We've been awarded funding from Firstport to grow our impact!

This means more opportunities [Insert Social Impact and the Area it will happen in]

#FirstportScotland

## BLUESKY POST 2

Huge thanks to @FirstportScotland for backing our work! Their funding allows us to [Insert What you do and the Impact it will have on the community]

Can't wait to get started and see the difference this will make.

# PRESS RELEASE

Winning an award from Firstport is a fantastic achievement for your business and your community. Local newspapers, and media groups will be interested in hearing about your news.

Contacting media outlets, such as the local newspaper, radio stations and even politicians are great ways to help spread your news and raise your profile locally. Remember to share any links to published articles with Firstport via Social Media.

When drafting a press release, have a think about the importance your business will have within the community, and highlight the impact it will have on your beneficiaries. We drafted a template below for you to use as inspiration.

When sending a press release, it is better to paste the copy into the email rather than sending it as an attachment, include your contact details and that the subject of your email covers the story.

Remember to include a high quality image, even a photo taken on a phone can improve your chances of increasing your publicity. The image you choose should represent what you want to say about your business. Choose carefully.



Darroch Nurseries

# TEMPLATE

For immediate release: [Inset Date]

Excitement as [Insert Company Name] secures [Insert Amount and Award] Firstport for Social Entrepreneurs (Firstport) funding to support [Insert Social Impact and Location]

[Business Name], a community group based in [Area], is celebrating after receiving [Award Amount] in funding from Firstport. The grant will allow the group to expand its work supporting [Social Impact, Beneficiaries and Location]

Founded in [Date] by [Founder Name], [Company Name] started as a response to the lack of support for [Social Impact]. Today, the group [Insert what you do], offering [add services or activities]. These sessions not only provide [Insert Benefits.]

Thanks to Firstport, [Business Name] can now expand to [Insert what the award will allow you to do] The funding will also enable [Add services with note to Impact]

[Founders Name], founder of [Business Name], shared [pronoun if required] excitement:

“We’re thrilled that Firstport has recognised our work. This funding means we can create even more opportunities [Services and Benefits] These [Activities] are [Benefits beneficiaries will receive due to the funding].”

[Business Name] is run entirely by [Team / Staff Members / Volunteers] who are passionate about making a difference.

[Quote from volunteer or Beneficiary]

“[Insert quote from staff member or beneficiary about how great the company is]

To learn more about [Company Name] and its upcoming programs, contact [Appropriate Person Name] at xxx xxx or email Name@anyprovider.co.uk.

Ends

Notes to Editors:

[Business Name] has been [Doing What] since [Date]. With a team of [Enter Amount of Staff or Volunteers,] the group delivers [Social Impact in Area]

For more information about Firstport and their funding initiatives, visit <https://www.firstport.org.uk/>





Use our full colour logo wherever possible. Never change the colours of logo.

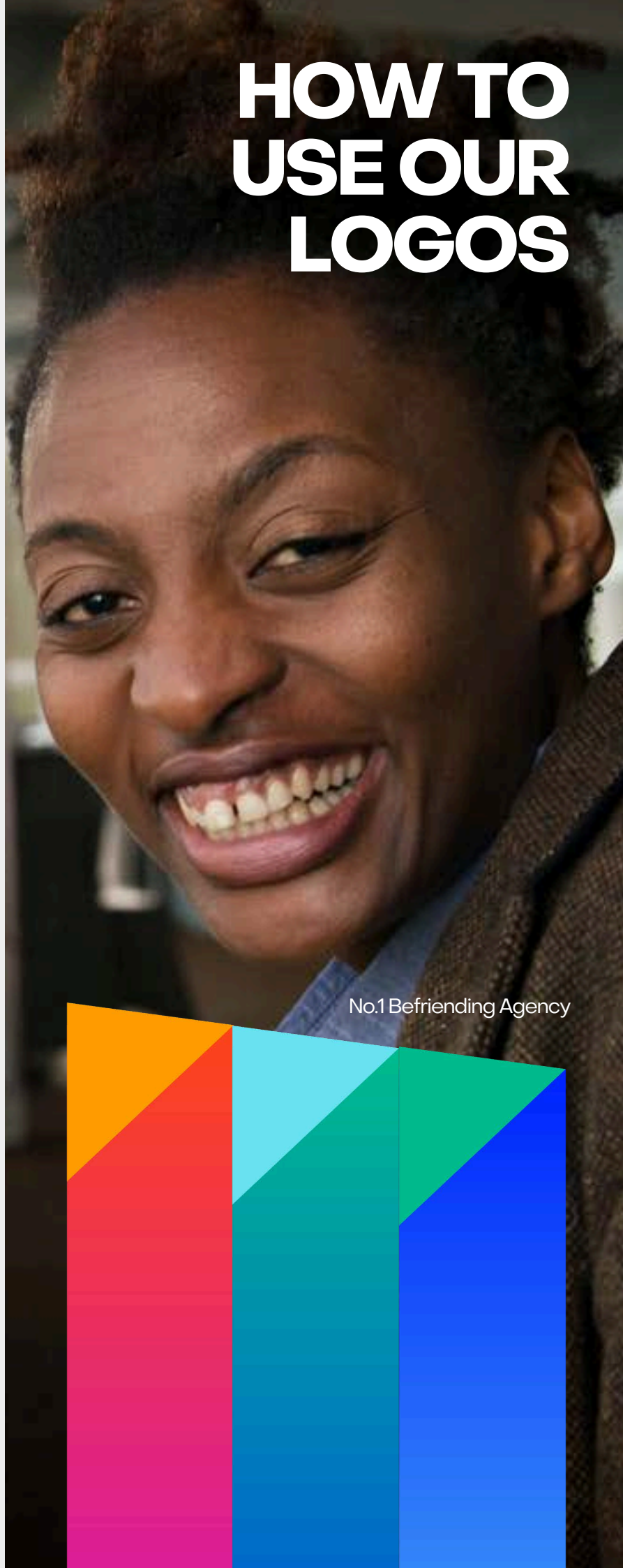


Use this logo on a white or light background. Make sure there is enough contrast between the logo and the background.



Use this logo on a dark coloured background only. Always use it in white, never in any other colour.

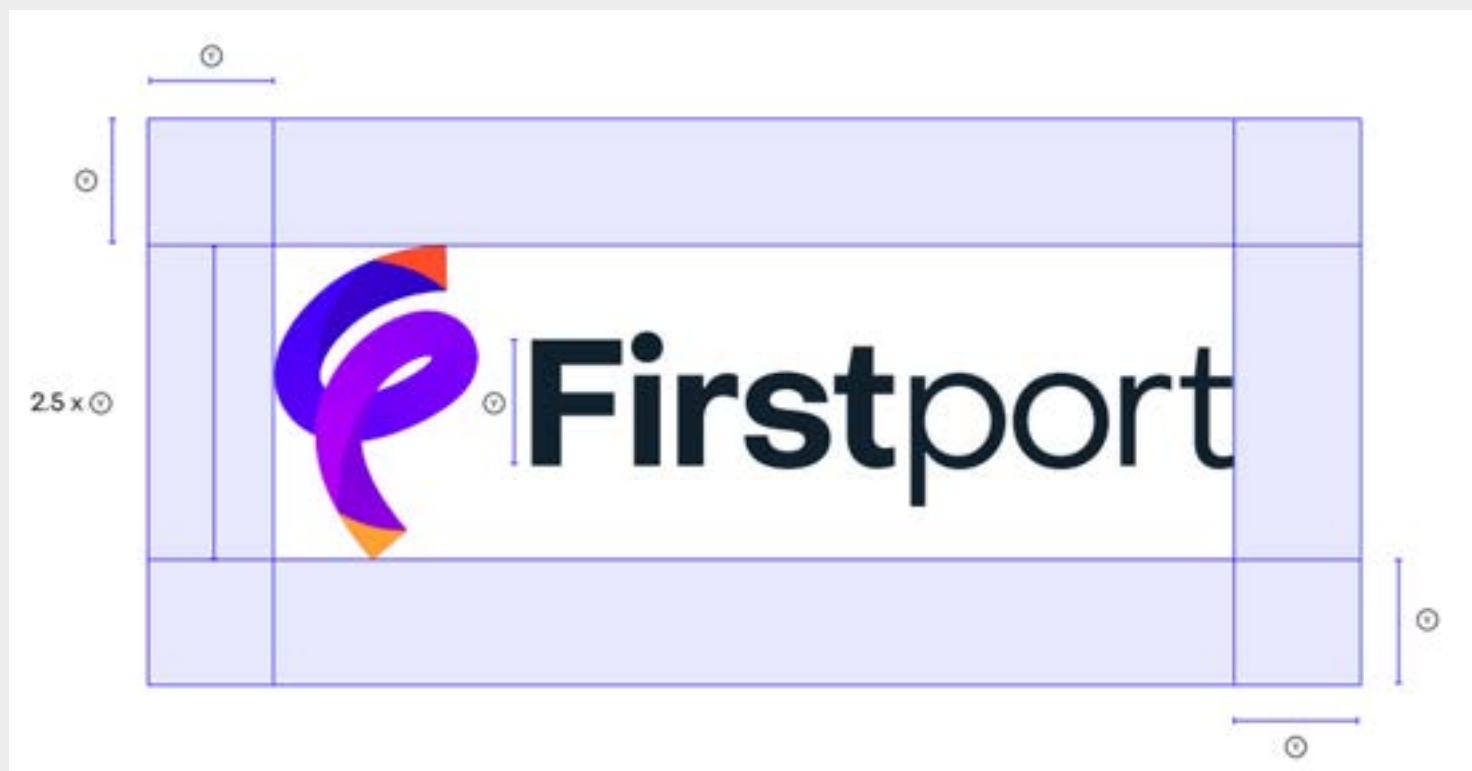
# HOW TO USE OUR LOGOS



No.1 Befriending Agency

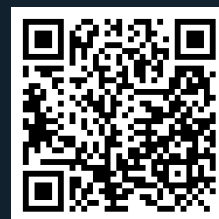


The following diagram details the recommended minimum spacing to give the logo in everyday usage.



You can download from our website or by signing into your Firstport Communities Account.

<https://community.firstport.org.uk/s/login/>  
or scan the QR code.



# AWARD LOGOS

**DO** ✓

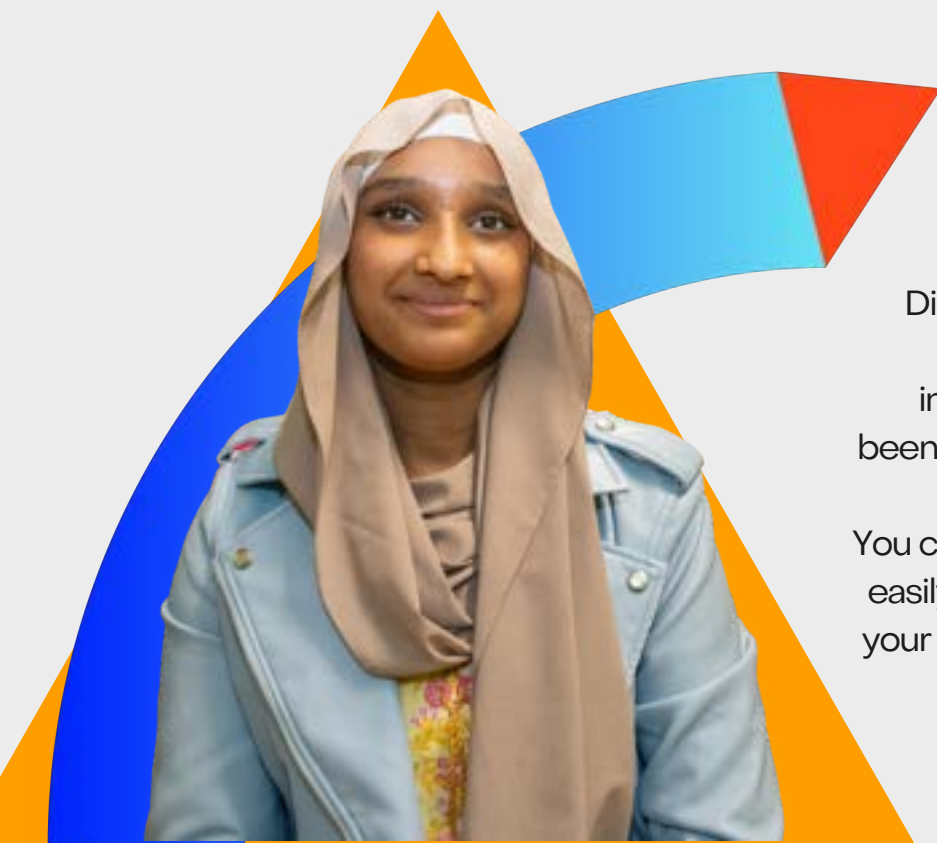


**✗ DON'T**



## Please don't

- Add any other descriptors or taglines.
- Place the logo on a busy background that will affect legibility.
- Encroach on the logo's minimum clear space.
- Add the black logo or text on to a background which provides poor contrast.
- Rotate or distort the logos.
- Change the colour combinations



Displaying our logo across your marketing materials is a great way to show those involved with your organisation that it has been recognised and supported by Firstport.

You can do this by placing our logo where it is easily visible, some suggestions are, add it to your website, email footers, printed materials or on your social media graphics.

Remember to follow the guidelines.

# Our Communities Platform

Our online Communities platform gives you access to a vibrant community of like-minded social entrepreneurs, where you can connect, share insights, and gain support from peers who understand your journey.

Stay informed with the latest funding and support opportunities from Firstport tailored to help your social enterprise grow. You can also easily manage your award and access resources, all in one convenient place.

Our Communities platform is your go to place for collaboration, learning and increasing the support available to you.

If you haven't done so already, we have included some guidelines on the following page, that will show you how to create your own Communities account.



# SIGN UP

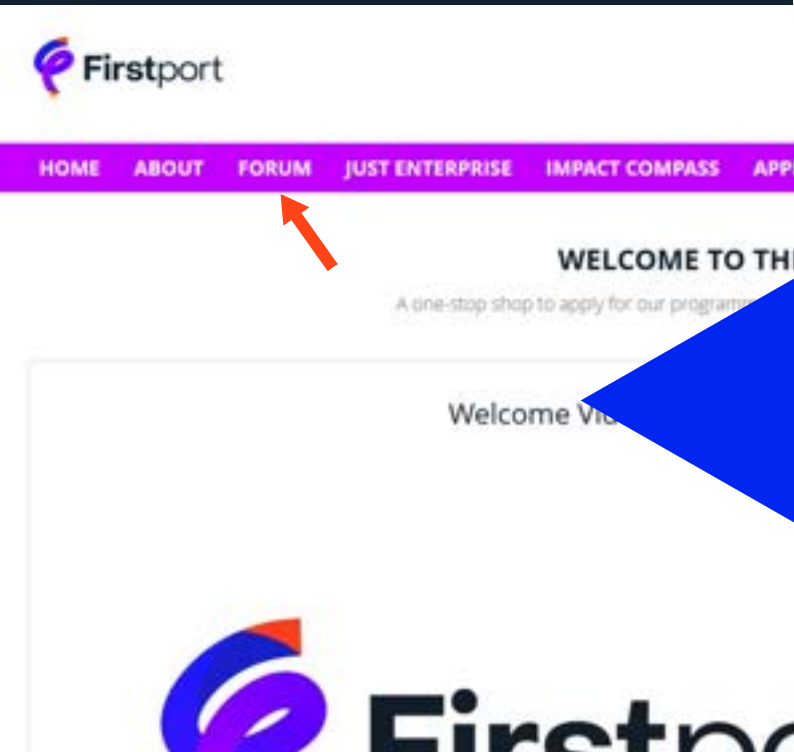
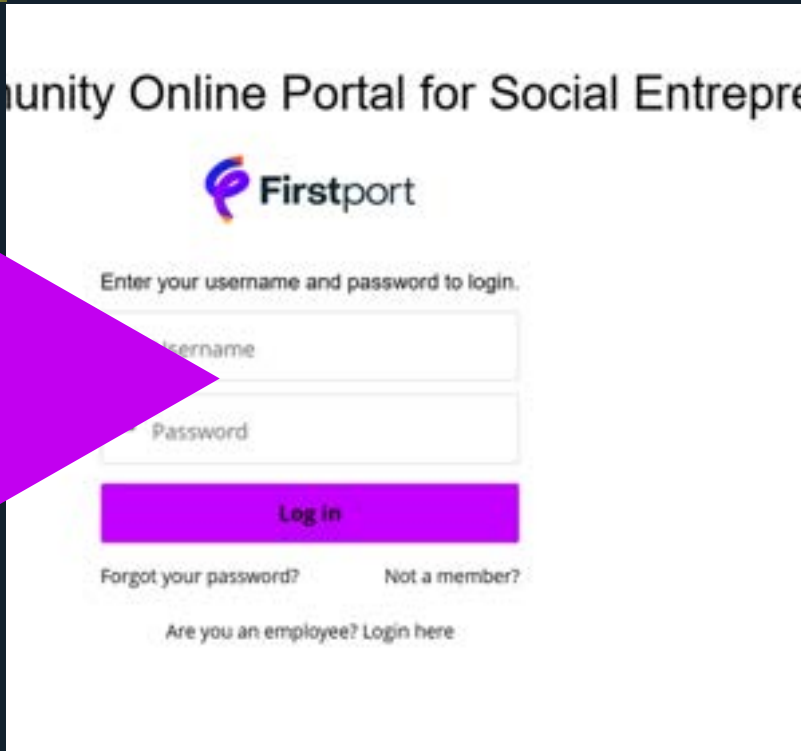


1

Sign in to, or register for, our Communities platform by clicking on the sign-in button on the top right corner of the Firstport website.

Complete the short sign up and follow the instructions to set your own password. You will be sent an email asking you to verify your login details.

2



3

Chat with other social entrepreneurs or ask any questions you may have by joining one of our peer support forums.

The best and easiest way to keep up with our latest funding and business support news is to subscribe to our newsletter.



Scan the QR code to subscribe.

**“You don’t need to have all the answers.  
You really don’t need to have this perfectly  
packaged business. You just need to have an  
idea and get started.”**

*Firstport Awardee*