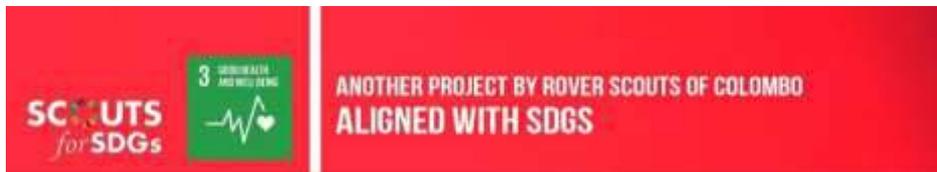


Public Relations Guidelines for President's Award - Community Service Projects

All President's Award aspirants should read and adhere to the below mentioned Public Relations (PR) Guidelines when organizing their President's Award – Community Service Projects.

1. The project should be aligned with a minimum of one Sustainable Development Goal (SDG) and this relevance should be explained in the Project Proposal. All artworks done as promotional material should carry the line '**Another Project by Colombo Scouts aligned with SDGs**' and the 'Scouts for SDGs' logo should be placed next to this line along with the relevant standard icon for the selected SDG(s). A Rover Scout example is given below for your reference.



2. Pre-event Promotions should include the following:
 - I. Create a Public Event for the project on your Scout Group's/ Troop's Facebook page. Each Scout Troop is advised to maintain a Facebook page and an Instagram Account at the Troop or Group level.
 - II. You should collect the Colombo Scouts banner from the Administrative Assistant at the Colombo Scout Headquarters at least 2 days prior to the project and return it back to him within one working day after the project, after displaying it at the project specially when taking groups photos during the project.
3. The below promotional tasks should be carried out during the project:
 - I. All Scouts taking part in the project should wear their Scout Scarf.
 - II. Encourage all Scouts participating in the project to publish a check-in post on their Facebook or Instagram profile(s) with picture(s) if possible. Only applies to Scouts who maintain Facebook or Instagram profile(s).
 - III. Capture a minimum of 30 high quality pictures covering the entirety of the project and post a selected set of 15 photos on the Scout Troop's or Groups Facebook and Instagram profiles within 24 hours of completing the project.
 - IV. Live Stream the project at its peak for a maximum of 5 minutes on the Scout Troop's or Group's Facebook and Instagram pages.

- V. Video record two testimonies from two project participants, observers or beneficiaries after obtaining their written approval to publish the same on public media.
- VI. Place a name board at the project premises, if the project was to refurbish/ renovate a premises stating that it's project by the Scouts.



- VII. When capturing pictures, ensure that you capture few 'Before & After' picture from the same angle as depicted in the below sample pictures.



4. Post-event promotions should include the following:

- I. You are encouraged to look at the possibility of publishing a newspaper article about the project (before or after the project) using a reporter which covers news in your school or by canvassing a personal contact. Paper cuttings of such articles could be shared on social media and be included in your Project Report. Refer the below sample article.



- II. Create a video covering the entirety of the project and publish on Social Media platforms such as Facebook, Instagram and YouTube.
- III. The project should be uploaded on www.scout.org with pictures under your profile.

5. All Social Media posts regarding the project should include #ColomboScouts as a hashtag in the caption.

6. The Project Report should include proof that you have followed the above-mentioned PR guidelines during your project.
7. Feel free to contact Assistant District Commissioner – Media/ PR & Web Development, Mr. Miral Priyanga on 071 680 8873 or miralpriyanga@gmail.com for further details.



Amil Abyesundara
District Commissioner



MiralPriyanga
Media/PR & Web Development (ADC)