



Navigating VSS content library

URL Link

VSS content library is not connected to any parent page on the site and therefore cannot be found via menu options. You are only able to access it via the following URL link

<https://victimsupport.scot/content-library/>

Who VSS is document

The first downloadable document on the content library page is a two page document that explains who VSS is and what support we provide. This is especially useful to Officers who are not familiar with the work of VSS and how we support people affected by crime.

Comunications Plan 2021-22

The next download file is an excel spreadsheet, that details which content to use and when. To keep it simple, we have assigned a content topic to each month.

This plan will be added to as we go through the year, with additional content to be shared at national days or events.

Please download a new copy each month to make sure you have the most up to date planner.

Content topics

Click on each topic to open the social media content and image page for that topic.

Social media copy & images

On each topic page, you will find a content table to download. The table has the exact text to use in your social media post. The blue VSS is where you should add our social media tag (listed at the top of each table). Beside the body text, is the accompanying image/graphic you should use. Some have multiple graphics options, you can select the most appropriate.



Again, always download a new file each time so you ensure you have the most up to date information. You can check the version number in the document footer.

If you type over or delete parts of the table, delete the file from your PC then download again from the content library.

Language guide

At the bottom of the content library page, you will find our preferred Language Guide that you can download. It will provide the 'do's and 'don'ts' of common language that is used in connection with victims, witnesses, and families. The hope is we will use this not just for our external partners, but longer-term as a guide for the public and the media when it comes to talking about victims and witnesses in a more appropriate way. This is a live document that will be regularly updated and formatted which means the current content is not exhaustive.

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Contact email to change

Currently set to Leanne McGuire (VSS Marketing & Comms Officer temp), however there will be a new contact to be updated by the end of October.