

Benefit Take Up – Stakeholder Engagement Plan

Campaign	Activity	Date
General public 6 – 12 March	Message all Social Security Directorate asking to forward stakeholder briefing on the campaign to their networks.	2 March
Young Carers – Carers Week	Young Scot commissioned to deliver activity for Young Carers	
	Warm up email to social security stakeholders including SS stakeholder advisory/reference groups.	19 May
	Email to stakeholders seeking support with campaign including a campaign toolkit and schedule of activities.	12 June
	Article in Scottish Government Daily Digest	12 June
	Article in social security newsletter	13 June
Young Carers - Young Carers Festival	Email to stakeholders to inform them about Young Carers Festival with schedule of proposed tweets/Facebook posts for local use.	31 July
	Email to stakeholders re Facebook Live session	2 August
General public September	Briefing to local authority heads of communications about forthcoming general public and 65+ campaigns	23 June
	Warm up email to COSLA re forthcoming campaigns	4 August

Further information is available at: <https://beta.gov.scot/policies/social-security/benefit-take-up/>