

[REDACTED]

From:

Sent:

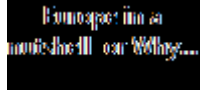
[REDACTED]
27 September 2017 17:32

To:

Cc:

Subject:

[REDACTED]
Europe in a nutshell - Social media asset idea - for comment by the end of the week



Following the success of the info-graphics our digital team have been giving some thought to more creative ways we can communicate on social media.

Attached outline idea for a short animated GIF asset. Before they start working on this, grateful for any comments on the messaging and image suggestions. If I can have responses by the end of the week we can hopefully have this ready to go next week or the week after.

Thanks



Europe in a nutshell or Why there is a problem

1

Nutshell being broken open to show voting result.

- UK voted to leave (53.4 to 46.6)
- Scotland voted to stay (62 to 38) [NI 55.8 to 44.4]

2

Two sides of a newspaper bill board

- Hard Brexit means leaving the Single Market and the Customs Union
- Scotland wants to stay in Single Market and Customs Union

3

Closed door and open door

- UK Government won't say what happens to European nationals living and working here
- Scotland wants to give them full rights of residence

4

Big Ben and Holyrood

- UK wants to repatriate powers to Westminster in a power grab
- Scotland wants powers to come to Holyrood as part of devolution settlement

[Redacted]

From: [Redacted]
Sent: 27 September 2017 17:55
To: [Redacted]
Cc: [Redacted]
Subject: RE: Europe in a nutshell - Social media asset idea - for comment by the end of the week

Copying migration on your citizens' rights one. Will think about by Friday.

[Redacted] | **Head of Negotiation Strategy** | [Redacted]



Europe in a
nutshell or Why...

From: [Redacted]
Sent: 27 September 2017 17:32
To: [Redacted]
Cc: [Redacted]
Subject: Europe in a nutshell - Social media asset idea - for comment by the end of the week

<< File: Europe in a nutshell or Why there is a problem.docx >>

Following the success of the info-graphics our digital team have been giving some thought to more creative ways we can communicate on social media.

Attached outline idea for a short animated GIF asset. Before they start working on this, grateful for any comments on the messaging and image suggestions. If I can have responses by the end of the week we can hopefully have this ready to go next week or the week after.

Thanks

[Redacted]

Europe in a nutshell or Why there is a problem

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- Scotland voted to stay (62 to 38) [NI 55.8 to 44.4]

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Two sides of a newspaper bill board

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- Scotland wants to stay in Single Market and Customs Union

3

Closed door and open door

- UK Government won't say what happens to European nationals living and working here
- Scotland wants to give them full rights of residence

4

Big Ben and Holyrood

- UK wants to repatriate powers to Westminster in a power grab
- Scotland wants powers to come to Holyrood as part of devolution settlement

[REDACTED]

From: [REDACTED]
Sent: 27 September 2017 09:58
To: [REDACTED]
Subject: RE: Europe in a nutshell or Why there is a problem

Of course. Can you send me the words – the attachment seems to have fallen off.

[REDACTED]

From: [REDACTED]
Sent: 27 September 2017 09:55
To: [REDACTED]
Subject: RE: Europe in a nutshell or Why there is a problem

Good idea. Can you put it in front of them?

[REDACTED]

From: [REDACTED]
Sent: 27 September 2017 09:17
To: [REDACTED]
Subject: Re: Europe in a nutshell or Why there is a problem

Thanks [REDACTED] I wonder if it is worth agreeing the text and images with policy and SpAds as a first step to ensure we don't end up with lots of little edits being requested?

[REDACTED]

Sent from my BlackBerry 10 smartphone.

From: [REDACTED]
Sent: Wednesday, 27 September 2017 08:28
To: [REDACTED]
Subject: FW: Europe in a nutshell or Why there is a problem

[REDACTED],

Are you content for video team to work up this idea for Europe in a nutshell as a social media asset.

[REDACTED]

From: [REDACTED]
Sent: 26 September 2017 17:26
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Europe in a nutshell or Why there is a problem

A quick trawl of the internet brought up the following free to use still images:

Nutshell - <https://pixabay.com/en/walnuts-nuts-brown-close-up-2312506/>

Billboard - https://hiveminer.com/Tags/billboard_newsagent

Doors -

<https://www.google.co.uk/search?q=free+clipart+of+doors&safe=strict&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwi7lvSsncPWAhUEOBoKHafHA2cQsAQIjQ&biw=1024&bih=651>

Big Ben -

https://www.google.co.uk/search?safe=strict&biw=1024&bih=651&tbm=isch&sa=1&q=free+clipart+big+ben&oq=free+clipart+big+ben&gs_l=psy-ab.3...5366.11675.0.12098.15.15.0.0.0.469.3210.3-5j3.8.0....0...1.1.64.psy-ab..7.8.3203...0j0i24k1j0i67k1.0._NJ_qs1LVE0

Holyrood -

https://www.google.co.uk/search?safe=strict&biw=1024&bih=651&tbm=isch&sa=1&q=free+clipart+holyrood+parliament&oq=free+clipart+holyrood+parliament&gs_l=psy-ab.3...3179.3179.0.4299.1.1.0.0.0.345.345.3-1.1.0....0...1.1.64.psy-ab..0.0.0....0._x1393L68as#imgdii=JqfH0euYopmpdM:&imgcr=KGn4IWpiz5R0vM:&spf=1506442037064

If you think these are what you are looking for then I estimate 2 -3 days work is needed to animate them into moving gifs. This may be as simple as legs walking by the billboards and doors opening and closing. Just a thought but what about the door of Number 10 Downing street closed and the door to Bute House open for the EU nationals gif?.

The nutshell and Big Ben/Parliament ones will need a little more thought but I am confident we can find a creative solution to making these work as well.

Let me know if you want us to take this forward – if so a timescale would be helpful.

**The Scottish Government
Communications Directorate
Video Production & Broadcasting Unit**



Sent: 22 September 2017 14:09
To: [Redacted]
Cc: [Redacted]
Subject: RE: Europe in a nutshell or Why there is a problem

I guess the amount of time depends on the complexity. Something relatively simple would obviously be much quicker. If all the videos are to look quite similar then the first video would

probably take longer than the others, but once everyone's agreed the style the others should be much quicker...

We'll have a think and get back to you – [REDACTED] back on Monday.

[REDACTED]

From: [REDACTED]
Sent: 21 September 2017 15:55
To: [REDACTED]
Subject: RE: Europe in a nutshell or Why there is a problem

No timescale as yet – need to find out if it is possible and maybe estimate of how long it would take.

I'm thinking of a series of four (or more) separate wee videos then an all-in to finish the series.

[REDACTED]

From: [REDACTED]
Sent: 21 September 2017 15:32
To: [REDACTED]
Subject: RE: Europe in a nutshell or Why there is a problem

What would be the timescale for this??

From: [REDACTED]
Sent: 21 September 2017 15:22
To: [REDACTED]
Subject: Europe in a nutshell or Why there is a problem

<< File: Europe in a nutshell or Why there is a problem.docx >>

Hello folks,

See note on possible explanatory videos/animations for the Brexit issue (point is no Minister, no clunky government). Do you think something like this is doable in-house?

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 29 September 2017 16:57
To: [REDACTED]
Subject: RE: Europe in a nutshell - Social media asset idea - for comment by the end of the week

Thank you.

From: [REDACTED]
Sent: 29 September 2017 16:39
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Europe in a nutshell - Social media asset idea - for comment by the end of the week

[REDACTED]

Couple of comments:

For 2:

Two sides of a newspaper bill board

- UK Gov wants Hard Brexit – outside Single Market and the Customs Union
- Scotland wants to stay in EU

For 4

Big Ben and Holyrood

- UK Government wants all powers to go to Westminster in a power grab
- Scotland says devolved powers should come to Holyrood

Also I agree with the point already made: the open/closed door picture isn't quite right.

[REDACTED]

From: [REDACTED]

Sent: 27 September 2017 17:32

To: [REDACTED]

Cc: [REDACTED]

Subject: Europe in a nutshell - Social media asset idea - for comment by the end of the week

<< File: Europe in a nutshell or Why there is a problem.docx >>

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Attached outline idea for a short animated GIF asset. Before they start working on this, grateful for any comments on the messaging and image suggestions. If I can have responses by the end of the week we can hopefully have this ready to go next week or the week after.

Thanks

[REDACTED]

[Redacted]

From:
Sent:
To:
Cc:

[Redacted]

17 October 2017 16:24

Minister for UK Negotiations on Scotland's Place in Europe

[Redacted]

Subject:

Europe in a nutshell - Social media assets - for final clearance



[Redacted]

[Redacted]

You may remember we ran some text for animated GIFS for use on social media past Mr Russell recently. The worked up versions are now attached, with thanks to our video and digital colleagues, for final clearance before use on @scotgov. Can you check Mr Russell is content.

Thanks

[Redacted]

[REDACTED]

From:

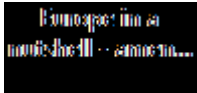
Sent:

[REDACTED]
02 October 2017 10:53

To:

Subject:

[REDACTED]
Europe in a nutshell - draft social media asset for comments today if possible



Hi all,

We are working on a GIF for use on social media – can you let me know if the text in the attached is ok with you? It's already been checked by Europe and migration colleagues and [REDACTED] is happy, but I didn't realise you weren't copied in. Hoping to get to MR later today if possible.

Thanks

[REDACTED]

Europe in a nutshell

Why we have a problem.

1.

Nutshell being broken open to show voting results.

- UK voted to leave
53.4% to 46.6%
- Scotland voted to stay
62% to 38%

2.

Two sides of a newspaper bill board

- UK Gov wants hard Brexit - outside Single Market and Customs Union
- Scotland wants to stay in EU

3.

Door ajar/crowd feet and welcome mat

- UK Gov has left EU nationals living and working here in the dark
- Scotland wants to give EU nationals living and working here full rights of residence

4.

Big Ben and Holyrood

- UK Gov wants all powers to go to Westminster first
- Scotland says devolved powers should come straight to Holyrood

[REDACTED]

From:

Sent:

[REDACTED]
02 October 2017 12:57

To:

Cc:

Subject:

[REDACTED]
Europe in a nutshell - draft social media asset for comments



Europe in a
nutshell - draft social media...

[REDACTED]

We have been working with digital colleagues to develop messaging for an animated GIF for use on social media, explaining succinctly the key points of where we are on Brexit. The attached draft has been agreed with policy and [REDACTED], can you check if Mr Russell has any comments before the team work it up?

If Mr Russell is content we will send a final version when it is ready.

Thanks

[REDACTED]

Europe in a nutshell

Why we have a problem.

1.

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- Scotland wants to give EU nationals living and working here full rights of residence

4.

Big Ben and Holyrood

- UK Gov wants all powers to go to Westminster first
- Scotland says devolved powers should come straight to Holyrood

[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 14:24
To: [REDACTED]
Subject: FW: Europe in a nutshell - draft social media asset for comments today if possible

To see below.

[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 14:22
To: [REDACTED]
Subject: Re: Europe in a nutshell - draft social media asset for comments today if possible

[REDACTED]

UK voted 51.9 to 48.1.

[REDACTED]

Sent from my BlackBerry - [REDACTED]

From: [REDACTED]
Sent: Monday, 2 October 2017 10:53
To: [REDACTED]
Subject: Europe in a nutshell - draft social media asset for comments today if possible

Hi all,

We are working on a GIF for use on social media – can you let me know if the text in the attached is ok with you? It's already been checked by Europe and migration colleagues and [REDACTED] is happy, but I didn't realise you weren't copied in. Hoping to get to MR later today if possible.

Thanks

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 10:44
To: [REDACTED]
Subject: RE: Europe in a nutshell - Social media asset idea - for comment by the end of the week

Absolutely.

From: [REDACTED]
Sent: 02 October 2017 10:43
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Europe in a nutshell - Social media asset idea - for comment by the end of the week

[REDACTED],

Ok – but we need the additional words in red

[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 10:39
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Europe in a nutshell - Social media asset idea - for comment by the end of the week

Thanks [REDACTED]

We need to attribute to a Minister when we use power grab and I don't think we can do that in this product. Suggested edit below. Can you live with this?

[REDACTED]

Big Ben and Holyrood

- UK Government wants all powers to go to Westminster **first**
- Scotland says devolved powers should come **straight** to Holyrood

From: [REDACTED]
Sent: 29 September 2017 16:39
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Europe in a nutshell - Social media asset idea - for comment by the end of the week

[REDACTED],

Couple of comments:

For 2:

Two sides of a newspaper bill board

- UK Gov wants Hard Brexit – outside Single Market and the Customs Union
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For 4

Big Ben and Holyrood

- UK Government wants all powers to go to Westminster in a power grab
- Scotland says devolved powers should come to Holyrood

Also I agree with the point already made: the open/closed door picture isn't quite right.

[REDACTED]

From: [REDACTED]
Sent: 27 September 2017 17:32
To: [REDACTED]
Cc: [REDACTED]
Subject: Europe in a nutshell - Social media asset idea - for comment by the end of the week

<< File: Europe in a nutshell or Why there is a problem.docx >>

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Thanks



[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 10:16
To: [REDACTED]
Subject: RE: Europe in a nutshell - amended draft 2-10-2017

Yes, I think this captures all the comments. I'll send to Mr Russell's office to check he's ok with it – he tends to come back very quickly so we should know today / tomorrow.

[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 09:27
To: [REDACTED]
Subject: Europe in a nutshell - amended draft 2-10-2017

<< File: Europe in a nutshell - amended draft 2-10-2017.docx >>

[REDACTED],

I've amended the script for 'Europe in a nutshell' taking into account feedback from [REDACTED] and [REDACTED] (have I missed any?)

Apart from text changes which I have incorporated, there seems to be a consensus on all points but 3 where the closed door image is wrong - I suggest replacing it with contrasting 'door ajar' (UK) and welcome mat (Scotland) images. Text then reads

- UK Gov has left EU nationals living and working here in limbo
- Scotland wants to give EU nationals living and working here full rights of residence

[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 10:35
To: [REDACTED]
Subject: RE: Europe in a nutshell - amended draft 2-10-2017

Thanks, I'm also taking out the reference to power grab – we can only use that when attributed to a Minister. I'll let [REDACTED] know why and send to MR.



Europe in a
nutshell - amended...

From: [REDACTED]
Sent: 02 October 2017 10:22
To: [REDACTED]
Subject: RE: Europe in a nutshell - amended draft 2-10-2017

We can. Also, I'm thinking could use a crowd pic (lots of feet in all directions) rather than the ajar door.

From: [REDACTED]
Sent: 02 October 2017 10:17
To: [REDACTED]
Subject: RE: Europe in a nutshell - amended draft 2-10-2017

Can we say in the dark, instead of in limbo?

From: [REDACTED]
Sent: 02 October 2017 09:27
To: [REDACTED]
Subject: Europe in a nutshell - amended draft 2-10-2017

<< File: Europe in a nutshell - amended draft 2-10-2017.docx >>

I've amended the script for 'Europe in a nutshell' taking into account feedback from [REDACTED] and [REDACTED] (have I missed any?)

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4.

Big Ben and Holyrood

- UK Gov wants all powers to go to Westminster first
- Scotland says devolved powers should come to Holyrood

[REDACTED]

From: [REDACTED]
Sent: 02 October 2017 11:55
To: [REDACTED]
Subject: RE: Europe in a nutshell - draft social media asset for comments today if possible

Thank you.

From: [REDACTED]
Sent: 02 October 2017 11:53
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Europe in a nutshell - draft social media asset for comments today if possible

Looks fine to me for these purposes.

<< File: Europe in a nutshell - amended draft 2-10-2017 (3).docx >>

From: [REDACTED]
Sent: 02 October 2017 10:53
To: [REDACTED]
Subject: Europe in a nutshell - draft social media asset for comments today if possible

<< File: Europe in a nutshell - amended draft 2-10-2017 (3).docx >>

Hi all,

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Thanks
[REDACTED]

[Redacted]

From: [Redacted]
Sent: 24 October 2017 18:22
To: [Redacted] Minister for UK Negotiations on
Scotland's Place in Europe
Cc: [Redacted]
Subject: RE: Europe in a nutshell - Social media assets - for final clearance

Yes

From: [Redacted]
Sent: 24 October 2017 15:07
To: [Redacted]
Cc: [Redacted]
Subject: RE: Europe in a nutshell - Social media assets - for final clearance

Hi [Redacted]

It would be good if we could use these in the run up to the debate tomorrow – can you clarify if you are content if we remove the word “first”?

Thanks

[Redacted]

From: [Redacted]
Sent: 20 October 2017 15:09
To: [Redacted]
Cc: [Redacted]
Subject: RE: Europe in a nutshell - Social media assets - for final clearance

Picking this up from [Redacted]

Are you happy we remove the word “first”?

Thanks

[Redacted]

From: [Redacted]
Sent: 18 October 2017 09:46
To: [Redacted]
Cc: [Redacted]

Subject: RE: Europe in a nutshell - Social media assets - for final clearance

[Redacted],

I'm not content with the final one – the word “first” in relation to what the UK Gov wants?

[Redacted]

From: [Redacted]
Sent: 17 October 2017 16:24
To: Minister for UK Negotiations on Scotland's Place in Europe
Cc: [Redacted]

Subject: Europe in a nutshell - Social media assets - for final clearance

<< File: 1 - Europe in nutshell - vote - final.gif >> << File: 2 - Europe in nutshell - Brexit - final.gif >> << File: 3 - Europe in nutshell - door - final.gif >> << File: 4 - Europe in nutshell - Powers - final.gif >>

[Redacted]

You may remember we ran some text for animated GIFS for use on social media past Mr Russell recently. The worked up versions are now attached, with thanks to our video and digital colleagues, for final clearance before use on @scotgov. Can you check Mr Russell is content.

Thanks
[Redacted]

[REDACTED]

From: [REDACTED]
Sent: 25 October 2017 08:31
To: [REDACTED]
Subject: Fw: Europe in a nutshell - Social media assets - for final clearance

Hi,

Can you remove the word first from the final GIF?
Thanks

[REDACTED]

Sent from my BlackBerry 10 smartphone.

From: [REDACTED]
Sent: Tuesday, 24 October 2017 18:22
To: [REDACTED]
Cc: [REDACTED]
[REDACTED]
Subject: RE: Europe in a nutshell - Social media assets - for final clearance

Yes

From: [REDACTED]
Sent: 24 October 2017 15:07
To: [REDACTED]
Cc: [REDACTED]
[REDACTED]
Subject: RE: Europe in a nutshell - Social media assets - for final clearance

Hi [REDACTED]

It would be good if we could use these in the run up to the debate tomorrow – can you clarify if you are content if we remove the word “first”?

Thanks

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Sent: 20 October 2017 15:09

To: [REDACTED]
Cc: [REDACTED]

Subject: RE: Europe in a nutshell - Social media assets - for final clearance

Picking this up from [REDACTED]

Are you happy we remove the word "first"?

Thanks

[REDACTED]

From: [REDACTED]
Sent: 18 October 2017 09:46

To: [REDACTED]
Cc: [REDACTED]

Subject: RE: Europe in a nutshell - Social media assets - for final clearance

[REDACTED],

I'm not content with the final one – the word "first" in relation to what the UK Gov wants?

[REDACTED]

From: [REDACTED]
Sent: 17 October 2017 16:24
To: Minister for UK Negotiations on Scotland's Place in Europe
Cc: [REDACTED]

Subject: Europe in a nutshell - Social media assets - for final clearance

<< File: 1 - Europe in nutshell - vote - final.gif >> << File: 2 - Europe in nutshell - Brexit - final.gif >> << File: 3 - Europe in nutshell - door - final.gif >> << File: 4 - Europe in nutshell - Powers - final.gif >>

[REDACTED]

You may remember we ran some text for animated GIFS for use on social media past Mr Russell recently. The worked up versions are now attached, with thanks to our video and digital colleagues, for final clearance before use on @scotgov. Can you check Mr Russell is content.

Thanks



[REDACTED]

From: [REDACTED]
Sent: 25 October 2017 16:48
To: Minister for UK Negotiations on Scotland's Place in Europe; [REDACTED]
Cc: [REDACTED]
Subject: FW: Europe in a nutshell - GIFs for social media
Attachments: 1 - Europe in nutshell - vote - final.gif; 2 - Europe in nutshell - Brexit - final.gif; 3 - Europe in nutshell - door - final.gif; 4 - Europe in nutshell - powers - final.gif

[REDACTED],

Attached now reflects [REDACTED] request to edit the fourth GIF. If Mr Russell is content we'll look at the best day to schedule these.

Thanks

[REDACTED]

[REDACTED]

From: [REDACTED] on behalf of Minister for UK Negotiations on Scotland's Place in Europe
Sent: 25 October 2017 16:49
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Europe in a nutshell - GIFs for social media

Hi [REDACTED],

Mr Russell was happy with these.

Thanks,

[REDACTED]

[REDACTED] | Private Secretary to Michael Russell, Minister for UK Negotiations on Scotland's Place in Europe|
[REDACTED]
MinisterUKNSPE@gov.scot



From: [REDACTED]
Sent: 25 October 2017 16:48
To: Minister for UK Negotiations on Scotland's Place in Europe; [REDACTED]
Cc: [REDACTED]
Subject: FW: Europe in a nutshell - GIFs for social media

[REDACTED],

Attached now reflects [REDACTED] request to edit the fourth GIF. If Mr Russell is content we'll look at the best day to schedule these.

Thanks

[REDACTED]

[Redacted]

From: [Redacted] on behalf of Minister for UK Negotiations on Scotland's Place in Europe
Sent: 04 October 2017 12:32
To: [Redacted]
Subject: FW: Europe in a nutshell - draft social media asset for comments

Hi [Redacted]

Not sure if anyone got back to you on this, but Mr R is content.

Thanks,

[Redacted]

[Redacted] | Private Secretary to Michael Russell, Minister for UK Negotiations on Scotland's Place in Europe|
[Redacted]
MinisterUKNSPE@gov.scot



From: [Redacted]
Sent: 02 October 2017 12:57
To: Minister for UK Negotiations on Scotland's Place in Europe
Cc: [Redacted]
Subject: Europe in a nutshell - draft social media asset for comments

[Redacted]

We have been working with digital colleagues to develop messaging for an animated GIF for use on social media, explaining succinctly the key points of where we are on Brexit. The attached draft has been agreed with policy and [Redacted], can you check if Mr Russell has any comments before the team work it up?

If Mr Russell is content we will send a final version when it is ready.

Thanks

[Redacted]

The Scottish Parliament: Making a positive difference to the lives of the people of Scotland
Pàrlamaid na h-Alba: A' toirt deagh bhuaidh air beatha sluagh na h-Alba

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For more information please visit <http://www.symanteccloud.com>

This email has been received from an external party and
has been swept for the presence of computer viruses.

[REDACTED]

From: [REDACTED]
Sent: 05 October 2017 12:29
To: [REDACTED]
Subject: Europe in a nutshell - amended draft 2-10-2017 (3) (2)



Europe in a
nutshell - amended...

Hi [REDACTED]

Mr Russell is content with this version so all good to be worked up. Thanks for your patience.

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 05 October 2017 12:23
To: Minister for UK Negotiations on Scotland's Place in Europe
Subject: RE: Europe in a nutshell - draft social media asset for comments

Thanks [REDACTED]

[REDACTED]

From: [REDACTED] **On Behalf Of** Minister for UK Negotiations on Scotland's Place in Europe
Sent: 04 October 2017 12:32
To: [REDACTED]
Subject: FW: Europe in a nutshell - draft social media asset for comments

Hi [REDACTED]

Not sure if anyone got back to you on this, but Mr R is content.

Thanks,

[REDACTED]

[REDACTED] | Private Secretary to Michael Russell, Minister for UK Negotiations on Scotland's Place in Europe|
[REDACTED]
MinisterUKNSPE@gov.scot



From: [REDACTED]
Sent: 02 October 2017 12:57
To: Minister for UK Negotiations on Scotland's Place in Europe
Cc: [REDACTED]
Subject: Europe in a nutshell - draft social media asset for comments

[REDACTED]

We have been working with digital colleagues to develop messaging for an animated GIF for use on social media, explaining succinctly the key points of where we are on Brexit. The attached draft has been agreed with policy and [REDACTED], can you check if Mr Russell has any comments before the team work it up?

If Mr Russell is content we will send a final version when it is ready.

Thanks

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[Redacted]

From: [Redacted]
Sent: 30 October 2017 12:08
To: [Redacted]
Cc: [Redacted]
Subject: Updated GIF

All

As requested, attached are the GIF's with the updated logo.

[Redacted]



11 - Eurospectra... note the 11 - Eurospectra...
12 - Eurospectra... note the 12 - Eurospectra...
13 - Eurospectra... note the 13 - Eurospectra...
14 - Eurospectra... note the 14 - Eurospectra...

From: [Redacted]
Sent: 27 October 2017 17:28
To: [Redacted]
Cc: [Redacted]
Subject: FW: GIF

Hi [Redacted]

Please see [Redacted] note below – could you check the logo and if there is an alteration required then please make the change as soon as possible.

Thanks,

[Redacted]

[Redacted]
The Scottish Government
Communications Directorate
Video Production & Broadcasting Unit

[Redacted]

<< OLE Object: Picture (Device Independent Bitmap) >>

From: [Redacted]
Sent: 27 October 2017 17:19
To: [Redacted]
Subject: GIF

Hi [REDACTED]

Just checking you caught what I said at the meeting earlier about the logo at the end of the Brexit GIF. I don't think it's the right one.

[REDACTED]

[REDACTED]

Head of Communications
Scottish Government

Phone: [REDACTED]

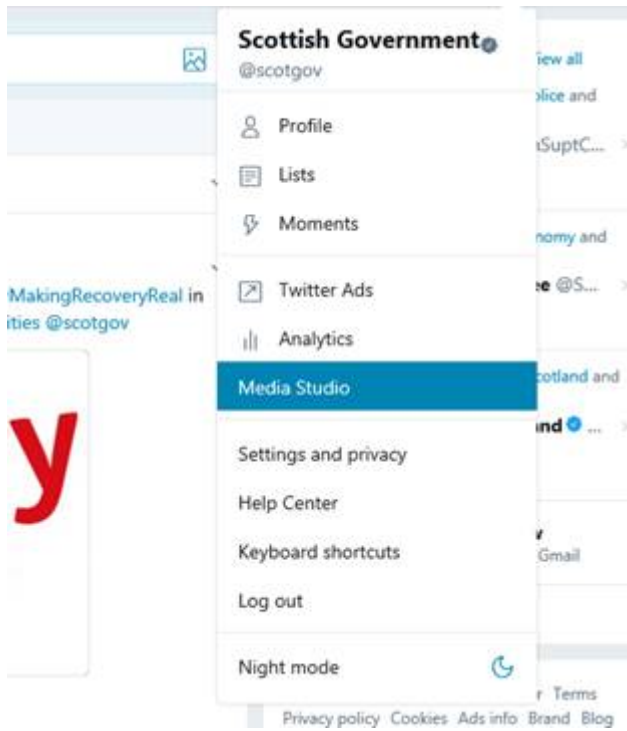
Find out more: [SG Communications Plan](#)

[Redacted]

From: [Redacted]
Sent: 03 November 2017 16:47
To: [Redacted]
Cc: [Redacted]
Subject: RE: Europe in a nutshell - GIFs for social media

Hi

I've uploaded the gifs to Twitter media studio on @scotgov. So you can either schedule them just now, or put them out on Sunday when you need to.
You get to the media studio from the drop down after you login.



[Redacted]

Any problems let me know.

Cheers,

[Redacted]

[Redacted]
Digital Strategist
The Scottish Government

[Redacted]

Team blog: <https://blogs.gov.scot/digital-engagement>
Team Tweets: [@scotgovengage](https://twitter.com/scotgovengage)

From: [REDACTED]
Sent: 03 November 2017 15:27
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Europe in a nutshell - GIFs for social media

Sorry caught up in meeting and reactive.

Plan issuing on Sunday throughout day on @scotgov

[REDACTED] any thoughts on time. I think mid morning.

Sent from my BlackBerry 10 smartphone.

From: [REDACTED]
Sent: Friday, 3 November 2017 15:22
To: [REDACTED]
Subject: RE: Europe in a nutshell - GIFs for social media

What's the plan for these?

[REDACTED]
Digital Strategist
The Scottish Government

[REDACTED]

Team blog: <https://blogs.gov.scot/digital-engagement>
Team Tweets: [@scotgovengage](https://twitter.com/scotgovengage)

From: [REDACTED]
Sent: 02 November 2017 12:21
To: [REDACTED]
Subject: FW: Europe in a nutshell - GIFs for social media

For info gif's attached.

From: [REDACTED]
Sent: 25 October 2017 16:48
To: Minister for UK Negotiations on Scotland's Place in Europe; [REDACTED]
Cc: [REDACTED]
Subject: FW: Europe in a nutshell - GIFs for social media

[REDACTED],

Attached now reflects [REDACTED] request to edit the fourth GIF. If Mr Russell is content we'll look at the best day to schedule these.

Thanks

[REDACTED]