

## **COVID ETIQUETTE GUIDE**

### **Overview**

We will create a 'Covid Etiquette Guide' that will help support people who want to follow the rules but find navigating some social situations challenging. There is risk these individuals could relax protection measures to avoid any awkward situation or for fear of being rude, and this will help provide them with the right tools to stay safe with more ease.

### **Section 1 / cover:**

Covid Etiquette  
A Practical Guide

*What should you do if your friend runs in for a hug? Or a stranger in the supermarket stands way too close?*

*None of us want to hurt anyone's feelings or cause offense, but don't be tempted to put a twist on the rules - take care of yourself and each other by following these tips to handle some of the awkward situations we can all find ourselves in.*

### **Section 2:**

#### **Top Tips**

1. Plan ahead if you can, and think about how you will respond in what might become an awkward situation
2. Remember that most people have good intentions, and it's possible that the person has forgotten or misunderstood the current guidance, or are unable to comply with it
3. It's ok to say no and politely decline to do something if you are in a situation where the guidance isn't being followed
4. Reacting with a simple request can be best, and important to offer this out of care and concern for one another
5. If someone refuses to comply it's ok to walk away from the situation

**Commented [A1]:** Think we might be best giving context here and using the research to add depth. And as mentioned with release we need to be careful on wording for example could change don't be tempted to put a twist on the rules.

*None of us want to hurt anyone's feelings or cause offence, but dealing with social interactions, particularly with loved ones can be challenging. In fact, research showed xx found it most awkward trying to following Covid guidance with family because XXX.*

*Everyone is trying their best to follow the rules, and it can sometimes be tempting to put a twist on the rules to avoid the awkwardness or seeming rude. That's why we've developed some tips on how to take care of yourself and each other without the awkwardness.*

**Commented [A2]:** To make it memorable we had suggested something short like the below. I wonder if there is a way we can format it so that these are the sub headers and then we have the additional information you mention – would be great if this could be done in a visual way – in boxes for example.

1. Plan ahead if you can
2. Assume the best
3. A polite decline is fine (see Stephen's notes below)
4. A simple request could work best (see Stephen's notes below)
5. Walk Away (and report if necessary)

**Commented [A3]:** Can you add some of the examples I put in the brief and based on what we know from Liz and Stephen's insight and the links I shared based some solutions?

#### **Friends and Family**

Dilemma: You have organised to meet a friend outside. In your area, you can only meet with one other household. Your friend arrives with another friend and says 'I met Mary along the way, it's OK if she joins us, isn't it – she lives alone and hasn't seen anyone for ages...'

Solution: XXX

#### **Colleagues**

Dilemma: If you are sitting at a 2 metre distance from everyone in the coffee room and one of your colleagues comes and sits next to you.

Solution: XXX

#### **Other Examples**

What would you do if your friend ran in for a hug?  
What would you do if you meet up with an old friend you haven't seen in a long time, and the reach out for a hug?

What would you do if your neighbour cooked you the most beautiful looking casserole?  
How would you react if a colleague bumped into you in the street and wasn't obtaining physical distancing? [...]

*"Sorry I know it's tricky in busy spaces to keep to 2 metres but could you take a wee step back so we're not too close?"*

## **COVID ETIQUETTE GUIDE**

### **Section 1 / cover:**

#### **Covid-19 Etiquette A Practical Guide**

*Or*

#### **The Covid-19 Etiquette Guide to Awkward Situations**

What should you do if your friend runs in for a hug? Or someone stands way too close to you?

If you have experienced an awkward social interaction during the pandemic, you're not alone. Research has found that more than four in five people in Scotland have experienced an awkward situation whilst trying to follow the rules, and the majority have worried about being rude or hurting someone's feelings.

It's important we all stick to the Covid-19 rules to take care of ourselves and others, but we can all find it challenging in social situations, particularly with friends and loved ones.

The Covid Etiquette Guide has been developed to support people to follow the rules, stay safe, and shares tips on what to do and say to avoid causing offense when faced with awkward situations.

### **Section 2:**

#### **Top Tips**

1. Plan Ahead If You Can
  - a. Think about how you will respond in what might become an awkward situation
2. Assume The Best
  - a. Remember that most people have good intentions, and it's possible that the person has forgotten or misunderstood the current guidance, or are unable to comply with it
3. A Polite Decline is Fine
  - a. It's ok to say no and politely decline to do something if you are in a situation where the guidance isn't being followed
4. A Simple Request Could Work Best
  - a. Reacting with a simple request can be best, and it's important to offer this out of care and concern for one another
5. Walk Away (and report if necessary)
  - a. If someone refuses to comply it's ok to walk away from the situation

**Commented [A1]:** Will be boxed out in design to visualise short header and sub-header

### **Section 3:**

Most people have good intentions and understand the importance of following the rules to stop the spread of the virus, but some social situations can make it difficult to stick to the rules. None of us want to hurt other people's feelings, so it's important to be prepared and think about how you will respond.

**Follow our guide to the top five most awkward situations people in Scotland have faced during the pandemic, to keep yourself and others safe.**

**What can I do if...?**

**A friend invites me to birthday drinks at their house?**

Refusing requests like this from people you are close to is difficult. Try providing a positive reason for declining and offer an alternative.

*"I wouldn't want to risk infecting you – that would be the worst birthday present ever. Let's have a birthday zoom and plan a bigger celebration when it's safe to get together"*

**A friend runs in for a hug?**

Changing how we say hello to one another isn't easy. Being honest about it can make things easier.

*"I so want to hug you! But I guess we have to wait until it's safe. I'm giving you a virtual hug."*

**A family member is way too close when you meet outside for a walk, and doesn't maintain a two-metre distance?**

To avoid any friction you should acknowledge that the person may not realise or have forgotten the guidance. Try to say something to remind them.

*"Sorry I know it's tricky to keep to 2 metres but could you take a wee step back so we're not too close?"*

**You have organised to meet a friend outside. In your area you can only meet up with one other household. Your friend arrives with another friend and asks if its ok if she joins you?**

It's ok to say no in this situation, but important to say it with empathy and care. Try to give a polite refusal, and offer an alternative.

*"I wish we could all hang out, but the last thing I'd want is for any of us to take a risk. Why don't you two meet up today, and we can plan a zoom catch up for all three of us soon?"*

**You're picking up a coffee when you see a colleague in the coffee shop, and they take off their mask to speak to you?**

Always assume people have the best intentions, and the person may have done it without thinking or are uncomfortable themselves wearing a mask. You don't want them to feel bad, so it's best to offer an explanation and an alternative.

*"It's great to see you! Sorry I'm being especially careful with the rules since my parents are a bit frail and keeping my mask on indoors, will we catch up outside where we've got more space to keep a two-metre distance?"*

**Commented [A2]:** I like that you have brought this in here – maybe we can do the top five and then add in a stranger one at the end?

**Commented [A3]:** Amended the 'stranger in the supermarket' scenario to relate it to friends+family and consistent with the top five scenarios in the press release

**Commented [A4]:** Could say 'keep a wee distance' to sound less prescriptive and more natural

**Commented [A5R4]:** Great.

## **COVID ETIQUETTE GUIDE**

### **Section 1 / cover:**

#### **Covid-19 Etiquette:**

##### **Tips for Awkward Situations**

What should you do if your friend runs in for a hug? Or someone stands way too close to you?

If you have experienced an awkward social interaction during the pandemic, you're not alone. Research has found that more than four in five people in Scotland have experienced an awkward situation whilst trying to follow the rules, and the majority have worried about being rude or hurting someone's feelings.

It's important ~~we all~~ stick to the Covid-19 rules to take care of ourselves and others, but we can all find it challenging in social situations, particularly with friends and loved ones.

The Covid Etiquette Guide has been developed to support people to follow the rules ~~and~~, stay safe, and provides tips on what to do and say to avoid creating tension or causing offence when faced with awkward situations.

### **Section 2:**

#### **Top Tips**

##### **1. Plan Ahead If You Can**

➡ Think about how ~~you will respond what you can do in what might to reduce the likelihood of having to deal with become~~ an awkward situation

##### **2. Assume The Best**

➡ Remember that most people have good intentions, and it's possible that the person has forgotten or misunderstood the current guidance, or ~~are is~~ unable to comply with it

##### **3. A Simple Request Offer Could Work Best Creates Less Bother**

➡ ~~Reacting with a simple Making a simple offer request can be best, and it's important to offer this because it can be framed out of care and concern for one another~~

##### **3.4. A Polite Decline is Fine**

➡ It's ok to say no and politely decline to do something if you are in a situation where the guidance isn't being followed

##### **4.1. A Simple Request Could Work Best**

➡ ~~Reacting with a simple request can be best, and it's important to offer this out of care and concern for one another~~

##### **6.5. Walk Away (and report if necessary)**

➡ If someone refuses to comply it's ok to walk away from the situation

### **Section 3:**

Most people have good intentions and understand the importance of following the rules to stop the spread of the virus, but some social situations can make it seem more challenging. None of us want to hurt other people's feelings, or put others at risk. That's why we've provided a few tips to help navigate situations. It helps to be prepared and think about how you will respond.

In this guide, we explore some of the situations people in Scotland claimed to be the most awkward and particularly challenging with family and friends. We share some suggestions on how you can keep yourself and your loved ones safe, and hope it will make navigating some of those uncomfortable situations, a little bit easier.

**Commented [A1]:** To avoid repetition in the rest of the sentence

**Commented [A2]:** Friends or strangers?

**Commented [A3]:** Will be boxed out in design to visualise short header and sub-header

**Commented [A4]:** A better way to think is how to do things so you're NOT in the position of having to respond, hence planning to make offers (e.g. if a builder comes round – this happened to me – and I could tell he was not going to keep 2m apart, so I said "I'll just step back and give you some space". I could tell he was a momentarily surprised but totally went with it from then on ....

Interactionally, offers are much easier to do than requests! Plus they tacitly educate

**Commented [A5]:** The principle is to frame what you do an offer – having to ask someone else to do something else is much trickier than offering to do the thing yourself that you want to achieve.

"I'll open the windows to give you some air", "I've got spare masks if you need one?"

**Commented [A6]:** This isn't correct, from my POV – requests are more challenging than offers.

I know "rest could work best" rhymes, so maybe "A simple offer creates less bother"?

**Commented [A7]:** This should come before the refusal, as then 3, 4, 5 are in the right 'scaled' order.

**Commented [A8]:** My research would suggest that offers are better than requests – I know "request works best" rhymes but it's much harder to ask someone to step back, for instance, than for you to **make offers** (e.g., "I'll just step back and give you some space"; "would you like a mask"; "shall I open the window to give us more air")?

"A simple offer creates less bother" if you need a rhyme!

**Commented [A9]:** This isn't correct, from my POV – requests are more challenging than offers, see below.

**Commented [A10]:** My research would suggest that offers are better than requests – I know "request works best" rhymes but it's much harder to ask someone to step back, for instance, than for you to **make offers** (e.g., "I'll just step back and give you some space"; "would you like a mask"; "shall I open the window to give us more air")?

"A simple offer creates less bother" if you need a rhyme!

## What to do if...

### A friend invites you to birthday drinks at their house?

Refusing requests like this from people you are close to is difficult. Try providing a positive reason for declining and offer an alternative.

*"I wouldn't want to risk infecting you – that would be the worst birthday present ever. Let's have a birthday zoom and plan a bigger celebration when it's safe to get together"*

### A family member is way too close when you meet outside for a walk?

They may not have realised they are so close, and often a subtle reminder done as an offer may be all that is needed. Try to take a step back, and if needed say something to show it is being done out of care.

*"Sorry I know this is a bit odd isn't it, having to stay apart, I'll just move back a little and that'll keep us right"*

### A friend runs in for a hug?

Changing how we say hello to one another isn't easy. Being honest about it can make things easier.

*"I so want to hug you! But I guess we have to wait until it's safe as I don't want to risk harming you or anyone else you're in contact with. I'm giving you a virtual hug!"*

### You're picking up a coffee when you see a colleague in the coffee shop, and they take off their mask to speak to you?

Always assume people have the best intentions, and the person may have done it without thinking or are uncomfortable themselves wearing a mask. You don't want them to feel bad, so it's best to offer an explanation and an alternative.

*"It's great to see you! Will we catch up outside where we've got more space to keep a wee distance?" Sorry - I'm being especially careful with the rules since my parents are a bit frail and keeping my mask on indoors, will we catch up outside where we've got more space to keep a wee distance?"*

Commented [A11]: I'd swap this around – the second bit will be unnecessary in most cases.

### You have organised to meet a friend outside. In your area you can only meet up with one other household. Your friend arrives with another friend and asks if its ok if she joins you?

Remember It's ok to say no in this situation. You want to stay safe and follow the rules, but it's also important to say it with empathy and care. Try to give a polite refusal, and softened by offering an alternative.

*"I wish we could all hang out, but the last thing I'd want is for any of us to take a risk or break the rules when everyone is trying so hard to protect one another. Why don't you two meet up today, and we can plan a zoom catch up for all three of us soon?"*

Awkward situations can also arise with strangers, and we don't know how people will react so it's best to plan a response to avoid conflict or appear rude.

## What to do if...

### **Someone is delivering something to or working in your house**

It can be difficult if someone is doing something for you to ask them to wear a mask or keep distance. The best thing is to frame what you say as an offer.

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"I'll just step back and give you some space", "I'll open the windows to give you some air", "I've got spare masks if you need one?"

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**A stranger in the supermarket is way too close, and doesn't maintain a two-metre distance despite you moving away.**

Moving away yourself will, of course, remove the need for you to say something, since it can be awkward to speak to a stranger. But, and to avoid any friction you should acknowledge that the person may not realise or have forgotten the guidance. Try to say something to remind them.

"Sorry I know it's tricky in busy spaces to keep to 2 metres but could you take a wee step back so we're not too close?"

Commented [A12]: Perhaps remove this bit, since you've solved the problem tacitly? You moving away is actually the easiest thing to do!

**Someone sits next to you on public transport?**

Making a simple polite request with care can be all it needs, and if the person doesn't comply it's ok to walk away. Remember, the rules are there to protect us all so if the person becomes confrontational it's ok to report it to the nearest staff member.

Commented [A13]: Also still better to frame as an offer – "I'll step back and give you some space"

Commented [A14]: This seems unlikely since people don't generally do this in ordinary times if there are lots of empty seats ...

"Sorry, with the rules in place about physical distance on the bus, would you mind taking another seat, or I'm happy to move if that's easier for you?"

Commented [A15]: Start with the offer

## Redacted Covid Etiquette Emails

**From:** (redacted)  
**Sent:** 04 December 2020 17:26  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: COVID Etiquette Project Update

Thanks – and I am very happy for (redacted) to remain involved and named.

(redacted)

**From:** (redacted)  
**Date:** Friday, 4 December 2020 at 17:25  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: COVID Etiquette Project Update

Hi both,

If you have difficulty opening the previous files shared, see below a google drive link.  
If you could get back to me on the press release query today if you can, that would be brilliant.

Many thanks,  
(redacted)

On Fri, 4 Dec 2020 at 16:29, (redacted)

Great stuff. Looking forward to seeing it go live.

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 19:31  
**To:** (redacted)  
**Subject:** RE: COVID Etiquette Project Update

Great – thank you both.

Speak next week.

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 19:22

**To:** (redacted)  
**Subject:** RE: COVID Etiquette Project Update

All looks good!

And yes, I might be able to do some media interviews about the interactional stuff 😊

Have a good weekend,

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 15:27  
**To:** (redacted)  
**Subject:** RE: COVID Etiquette Project Update

Hi (redacted)

To flag, we are going to share these with media on Monday so if you can hold off on sharing further for the moment please that would be brilliant.

And finally, we have had interest from the (redacted) in the development of this content, so will share with them under embargo today and we are also sharing with (redacted) who are looking at what they can do with this for their younger demographic.

Thank you again for all your help with this,

(redacted)

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 15:23  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** COVID Etiquette Project Update

Hi both,

Hope you've both had a great week.

I've started working with (redacted) on the COVID etiquette project and wanted to share a little update with you. Firstly, apologies for the slight delay in being able to share everything, approvals took a little longer than we expected. See attached the following final assets for your reference:

- Press release
- Covid Etiquette Guide PDF
- Social infographics
- Digital – A summary of the PDF will be added to the website

Would either of you be available/interested next week for any potential media interviews? These have yet to be confirmed but wanted to give you a heads up.

Finally, conscious that (redacted) hasn't been involved recently, would you like us to remove his name from the press release or keep it on? If you could let me know today, that would be ideal.

(redacted)  
(redacted)  
(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 17:06  
**To:** (redacted)  
**Subject:** RE: COVID Etiquette Guide

(redacted) to flag (redacted) will have the same issue so might be worth resending to them too ☺

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 17:00  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: COVID Etiquette Guide

Hi (redacted)

Sorry about that! I had difficulty opening them too but presumed it was something to do with me not having a gov laptop yet.

Below is a google drive file with all the final assets, let me know if you can access them ok. If (redacted) needs the original design files I can follow up with them separately.

(redacted)  
Thanks,  
(redacted)

On Fri, 4 Dec 2020 at 16:13, (redacted) wrote:

(redacted)

Unless, I'm being daft (which is highly likely) I think this zip file is made up objective links to eRDM, so I can't send these to (redacted) as they won't be able to open them?

Can you send me a zip file or maybe WeTransfer link with the actual files?

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 15:00  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** COVID Etiquette Guide

Hi (redacted)

Please see the following assets attached for use with (redacted) Campaign live date is Monday 7th Dec.

- **Press release** – approved and attached.
- **Covid Etiquette Guide** – approved and attached.
- **Social infographics** – approved and attached.
- **Instagram Guide** - The Social Hub are working on developing this next week and I will share when it is complete.
- **Digital** – A summary text of the PDF will be added to the website guidance section (see copy attached - exact location TBC) and I am looking into whether we can include the PDF as a downloadable link. I'll confirm once I know.

Let me know if you have any questions or need anything else.

Hope you have a great weekend.

Many thanks,

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 14:24  
**To:** (redacted)  
**Subject:** RE: Covid Etiquette Guide

That's great (redacted) and delighted you are happy. We had shared earlier in November, but as it's a real soft story didn't want to bother you all further by chasing when knew there was key stories like vaccine and festive guidance on your plate.

Hope that's OK. For reassurance, we shared with (redacted) separately and got her approval to send to (redacted) who has approved.

Thanks,

(redacted)

(redacted)

**From:** (redacted)  
**Sent:** 04 December 2020 14:22  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette Guide

Looks great to me! I think it's really helpful and if the media or people have fun with it so be it – it will be of far more value to people to worry about that

**From:** (redacted)  
**Sent:** 04 December 2020 12:40  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette Guide

Thanks (redacted), this looks really good and you've done a fab job of making it work for the website. We may want to add links to related guidance – there are products like the guidance for shoppers and public transport for example. The team will take a look and advise – we're pretty slammed today with festive guidance and other priorities so it will need to be Monday. What are the exact timings for go live? Is there still a news release going out?

Copying (redacted) from News who is across all the covid comms, for (redacted) info. I guess there's a tiny risk that the media might have some fun with this, so it's helpful for News to be sighted in case of enquiries.

**From:** (redacted)  
**Sent:** 04 December 2020 12:15  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: Covid Etiquette Guide

Hi (redacted),

Happy Friday! We have drafted the copy for this to be used on the gov site, see attached. It's a summary of the PDF and I've adapted the language slightly so it would fit well on a page similar to the face coverings page.

Do you have a location in mind of where this would be best suited? It is due to go live on Monday.

Let me know if you need anything else from me.

Thanks!

(redacted)

**From:** (redacted)

**Sent:** 04 December 2020 09:10

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Covid Etiquette Guide

- (redacted) and (redacted) approved all assets
- (redacted) from policy approved
- (redacted) approve released and feedback on guide was to cut down a little which we have done – haven't shared back but could do?
- (redacted) was on an email with both a while back, but said she was happy if you were
- (redacted) has never seen

(redacted)

**From:** (redacted)

**Sent:** 04 December 2020 09:01

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Covid Etiquette Guide

(redacted) – this is fantastic work. The Insta Guide looks great too 😊

Just a wee typo in the web copy under public transport section – two words are combined – its highlighted.

All good from my side. Remind me who else has seen and approved?

(redacted)

**From:** (redacted)

**Sent:** 03 December 2020 19:05

**To:** (redacted)

**Cc:** (redacted)

**Subject:** Covid Etiquette Guide

Hi (redacted)

Before sending to (redacted) and to (redacted) as an FYI, I wanted to share all the final assets with you for final approval. As mentioned, we are launching this content on Monday 7 December 2020. This doesn't need to be reviewed until tomorrow but wanted to share tonight.

- **Press Release** –under embargo until Monday 7 December 2020
- **Covid Etiquette Guide** – as above. We can get artwork files for (redacted) if they want to tailor them.
- **Covid Social** – 3 x social posts
- **Instagram Guide** – the social content hub came up with an idea to create a Instagram Guide which we are really excited about. That won't be ready until much later in the week but thought that might be of interest to (redacted) too.
- **Website** – here is our suggested web copy for your approval

(redacted) including you so you are across launch dates.

Thanks,

(redacted)

**From:** (redacted)

**Sent:** 03 December 2020 17:38

**To:** (redacted)

**Subject:** RE: Covid Etiquette Guide

No issues on Monday and yes, makes sense to get them in the morning.

Thanks,

(redacted)

**From:** (redacted)

**Sent:** 03 December 2020 17:29

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Covid Etiquette Guide

Hi (redacted)

We were waiting for the final release (which we now have) for our approach to BBC breakfast, however its slightly late in the day and there is a breaking story about the

Bristol explosion, so just wondering if a heads up in the morning to them might be a better approach? Were there any issues from your side if it goes out on Monday?

Thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 03 December 2020 17:14  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: Covid Etiquette Guide

Hi (redacted)

Great thanks very much for sending over! Looks great.

Thanks,  
(redacted)

On Thu, 3 Dec 2020 at 16:57, (redacted) wrote:

Hi (redacted)  
Our designer was able to get the final amends made this afternoon, updated PDF attached.

Cheers,  
(redacted)

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**From:** (redacted)  
**Sent:** 03 December 2020 12:59  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Covid Etiquette Guide

Hi All,

Final amends to guide:

P3 – remove copy on right and replace with picture from p 5  
Delete page 5 – repetition of p3  
Page 6 – typo – needs to be keep their distance  
Page 7 - amend to ‘ Shall we catch-up outside where there is space to keep a wee distance?’

Speak shortly,

(redacted)

**From:** (redacted)  
**Sent:** 03 December 2020 15:06  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Covid Etiquette - Infographics

Hi (redacted)

Good to catch up earlier, as promised here are the animated infographics to be downloaded  
<https://we.tl/t-Zx7IWvYF6u>.

We have created files for each scenario with the cover page for use on Facebook, and without the cover page for other channels.

Let me know if this looks good to approve, or any feedback or tweaks needed.

The etiquette guide final amendments have been briefed to our designer and we'll send the final PDF file over first thing in the morning.

Cheers,

**From:** (redacted)  
**Sent:** 03 December 2020 13:34  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Hi All,

Apologies for the delay.

(redacted) PO is (redacted)

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 30 November 2020 11:34  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Thanks Sam and hello Hannah.

Please see responses below from us in red.

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 30 November 2020 11:00  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Covid Etiquette

Hi (redacted)

Quick update from me on all things Covid Etiquette.

- **Press release** – this is still with (redacted) for approval. Sorry – chasing. Great we've pulled out the regional stats too, so once we have a final version we can also regionalise this
- **Covid Etiquette Guide** – we had some feedback internally that they feel it's too long. I don't want to cut too much as think most of it's essential. Have suggested what we could cut in yellow and one typo in green at the end. Thanks we'll take a look and get our designer working on it
- **Social content hub** – social content hub have said they would like to look at whether they could make some of the social posts into stories. Would we be able to share the artwork files? Sure that's no problem and we'll request the artwork files from the designer
- **FACTS** – will loop you into email now with (redacted) on this Great, it was (redacted) who was liaising with us this morning on the end frame and we're checking with the designer if they can use what has been sent so far.
- **Digital and Stakeholder engagement** – we are liaising with digital to see where we can put this and ideally we wanted to send the stakeholders toolkit out with FACTS today but will depend on turnaround times for all the above Great, we'll keep you posted but we're briefing in the changes as we speak
- **PO** – (redacted)

Let me know if I am missing anything. Also, allow me to introduce (redacted) who is going to be working with me on Festive and Compliance. (redacted) doesn't have an (redacted) yet so it's (redacted)

Thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 02 December 2020 20:21  
**To:** (redacted)  
**Subject:** RE: Covid - teenagers

Nae worries. Just let me know if / when you hear! I've shared with (redacted) and they will develop some content in this area. I think it's a great idea!

Hope you are well. Haven't chatted for a while!

(redacted)

**From:** (redacted)  
**Sent:** 02 December 2020 20:20  
**To:** (redacted)  
**Subject:** RE: Covid - teenagers

Nothing sadly and I have chased so much. Going to have to call again in the AM.  
Sorry (redacted)

**From:** (redacted)  
**Sent:** 02 December 2020 20:17  
**To:** (redacted)  
**Subject:** RE: Covid - teenagers

Hey (redacted),

Any further updates on this work? Did (redacted) approve it?

(redacted)  
**From:** (redacted)  
**Sent:** 30 November 2020 18:43  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid - teenagers

Hi (redacted)

These are currently with (redacted) for approval – have been approved by (redacted) - but please find attached the press release and Covid etiquette guide. The social animations are being updated follow feedback from (redacted) but should be able to share those tomorrow along with the artwork as social content hub are going to look to do something with them too.

Let me know if you have any questions.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 30 November 2020 17:29  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Covid - teenagers

Hi (redacted)

(redacted) has asked for an update on things including the two points below. It might be that nothing has started on these areas as yet as nobody has spoken to you. My bad.

Basically there are two strands of activity we'd like to get out as part of the festive approach. We have done work on these areas overall, so hopefully it would just be an adapt for teenagers.

- Young people – support to say no (a development with (redacted) of the gen pop PR campaign)
- Young people – helplines for mental health for teenagers

Support to say no – (redacted) can you share the animations with (redacted) pls – (redacted) if you could look at these and think about the best way to make them relevant to teenagers. Maybe as below (redacted) develop the creative under your watchful eye.

Mental health for teenagers – aware that (redacted) has already done a huge amount in this area, but there is a mental health 'keeping in touch' campaign running and it would be good to tailor this to suit the teenage audience. (redacted) would you mind sending on the approved script pls. Again it might make sense for (redacted) to develop with your help. We should make sure the key helplines are promoted.

I'm not sure if you have any budget left over from the 12-17yr old campaign. If not we can cover these strands within core covid budgets.

Let me know if a chat would be useful.

(redacted)

**From:** (redacted)  
**Sent:** 01 December 2020 14:51  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: COVID etiquette

No problem – happy to pick up with them directly. Worked with quite a few of them on Brexit 😊

(redacted)

**From:** (redacted)  
**Sent:** 01 December 2020 14:42  
**To:** (redacted)  
(redacted)  
**Subject:** RE: COVID etiquette

Wonderful, thank you (redacted). I will delay sharing with (redacted) until you have (redacted) approval – if you could let me know when that is received?

Or – if that won't be until tomorrow – might it be okay if I put the chap in touch directly with you? I am off tomorrow for one day.

Thank you,  
(redacted)

**From:** (redacted)  
**Sent:** 01 December 2020 14:36  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: COVID etiquette

Hi (redacted)

Sorry for the delay in getting back to you. Love that you have an advent calendar for your wee rescue 😊

Both the release announcing this guide and the actual guide are attached in the email. We are also developing 3 x social assets which I should be able to share end of today.

Status is currently the following:

(redacted) Press release and Covid Etiquette Guide - reviewed and approved by (redacted) and (redacted), (redacted), and (redacted)  
(redacted) (redacted) – I am awaiting approval from (redacted)

Our plan is to ideally issue tomorrow if I can get approval from (redacted). Will keep you updated on that as I am currently chasing.

Let me know if you have any question.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 01 December 2020 09:43  
**To:** (redacted)  
**Subject:** COVID etiquette

Hello (redacted)  
1<sup>st</sup> December! Amazing. Cold, also, but amazing. Waiting until 13<sup>th</sup> when can start opening Advent Calendar with dog (it has herbal tea for me and dog bics for dogs but is only a 12 day one). Hope your dogs are well.

(redacted) have been in touch to ask can we share the COVID etiquette work with them as they also want to develop stuff around saying 'No' in response to (redacted) (redacted). What stage is this at? Is it approved by (redacted) live? Could you share with me? Only if approved by (redacted). Failing that, can you send me the marketing brief if there is one?

Thank you,  
(redacted)

**From:** (redacted)  
**Sent:** 30 November 2020 10:59  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette - Press Release FINAL

Hi (redacted)

I hope you had a nice weekend. Just to flag that our contact at the (redacted) came back to us on Friday afternoon to say that they had been too busy to work on any film clips for us, so we've agreed to leave it for this one and we can reallocate the budget towards the design costs for the Covid Etiquette Guide and infographics.

We're currently liaising with (redacted) to get the new end frame to include on the infographics/guide. It would be great if you could feedback any final amends on these and the release.

Also just to flag that our accounts team has not yet received the PO for this activity so it would be great if you could give this a nudge for us.

Many thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 26 November 2020 10:46

**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette - Press Release FINAL

Sounds like a good plan – thanks ☺

(redacted)

**From:** (redacted)  
**Sent:** 26 November 2020 09:22  
**To:** (redacted) (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Covid Etiquette - Press Release FINAL

Thanks (redacted) we'll work on the tweaks this morning.

Just to come back to you on the film we have our videographer briefed and have received two clips so far from a 17 year old female and a 22 year old male student. We are also expecting a couple more through from our contact at the (redacted), however we did need to chase yesterday and have not received anything through so far.

We have incurred more design costs than anticipated with the infographic animations and etiquette guide so would be happy to leave the film and reallocate the budget, but do think as a courtesy we should see what footage we receive before making a final decision in case we have enough to work with.

We'll keep you updated.

Many thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 25 November 2020 21:38  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette - Press Release FINAL

Hi (redacted)

Some minor tweaks from (redacted) for tomorrow. We're almost there! Be worth also catching up on the film and whether we think this is needed? This has obviously gone through a lot more rounds of feedback so I think happy if we leave that so that the budget can be allocated to these amends and the previous unexpected ones?

- I'd remove the exclamation marks on p1 (I think already the different fonts convey light-hearted

- On p. 5, I might change “None of us want to hurt other people’s feelings, or put others at risk” to “None of us want to hurt other people’s feelings, or put them at risk” (to reduce repetition)
- On p. 5, I might change “think about how you will respond” to “think about what you might do”
- On p. 6, all of the headings end differently – perhaps remove question marks and full stops for consistency – same on p. 7
- On p. 7, I’d swap “Always assume people have the best intentions, and the person may have” for “Always assume that people have the best intentions, and that they may have...”
- Also on p. 7, perhaps insert a space or an ‘or’ between the two suggestions (“Let’s catch up outside – there’s space to keep a wee distance”, or “Sorry...”)
- On p. 8, the first quote doesn’t have a full stop and the second one does.

Thanks,

(redacted)

**From:** (redacted)

**Sent:** 25 November 2020 17:05

**To:** (redacted)

**Cc:** (redacted)

**Subject:** Re: Covid Etiquette - Press Release FINAL

Hi (redacted) an updated guide with those amends is attached for approval.

Cheers,

(redacted)

**From:** (redacted)

**Sent:** 25 November 2020 15:39

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Covid Etiquette - Press Release FINAL

Thanks this is looking really good!! On the front cover, any chance you can quickly decrease the size of the feature tips so the title is more of the main focus and send back? If yes, will wait for that and then send for final approval. Do you think they can also tweak image at the same time? (redacted)

**From:** (redacted)

**Sent:** 25 November 2020 15:17

**To:** (redacted)

**Cc:** (redacted)

**Subject:** Re: Covid Etiquette - Press Release FINAL

Hi (redacted)

Please find attached the updated covid guide, and additionally a couple of other cover options. We've taken a slightly different approach to the cover and added a little bit of copy which felt suited to the new title but just let us know any feedback/changes to this.

Also i've included comments in the PDF where the infographic visuals are to be updated in line with those changes we need to make to the supermarket scenario.

To your note about the new FACTS endframe on the new ad on Friday, would this be available to us on or before Friday and we'll swap out the current FACTS end page on the PDF? Happy to give (redacted) a shout direct on this?

Look forward to hearing your thoughts.

Thanks,  
(redacted)

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**From:** (redacted)  
**Sent:** 25 November 2020 14:32  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Covid Etiquette - Press Release FINAL

Hi (redacted)

Thanks – sorry for delay – this went into quarantine for some odd reason.

Any update on the social posts and covid guide? Was hoping to send all at once for final approval.

Thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 17:01  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** Covid Etiquette - Press Release FINAL

Hi (redacted)

Please see attached an updated and clean version of the press release for approval, reflecting final amends and comments.

Thanks,  
(redacted)

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**From:** (redacted)  
**Sent:** 24 November 2020 15:02  
**To:** (redacted)  
(redacted)  
**Subject:** RE: Further feedback

Hi (redacted)

Final amends from (redacted) Slightly annoying on movement of content for the designer as will shift the formatting but hopefully relatively manageable.

Thanks for your patience – wasn't expecting this much from them but understand as the content has their names attributed to it that they want it to be in line with their exact wording.

Thanks,

(redacted)

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**From:** (redacted)  
**Sent:** 24 November 2020 13:02  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: Further feedback

No problem at all, will hold off for (redacted) feedback and we can take all feedback into account for the next draft.

re. the title, we'll take a look at this in design and get an option over to you, but I don't think we'll need to stray too far from what we have at the moment - will be easier to judge once we see it in situ.

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**From:** (redacted)  
**Sent:** 24 November 2020 12:58  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Further feedback

Thanks (redacted). (redacted) has also come back saying having reviewed again, she has further feedback which she will share at 4. My suggestion is to hold off until we have that now as don't want to waste any more of your time and design time.

Perhaps while we wait, we can work on updating the title page? I know what you mean on the modern design making it harder to play on the old fashioned 'etiquette'

design as it won't be obvious. Can you have a think about what we could do? Perhaps even decreasing the font for the last bit/ or more elaborate font could work? Don't know why it made me think of this, but similar to how Peter Kay did? Not the best solution, so feel free to ignore. Thanks for trying to help with this – think if it's important to (redacted) we're probably going to have to do it.

(redacted)

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**From:** (redacted)  
**Sent:** 24 November 2020 12:38  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** Re: Further feedback

Hi (redacted), we'll update the etiquette guide V4 with (redacted) feedback and send you a new clean version to review - will be with you shortly.

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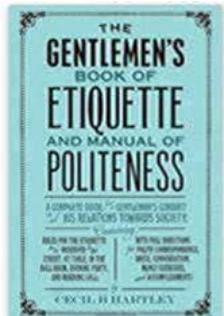
**From:** (redacted)  
**Sent:** 24 November 2020 12:06  
**To:** (redacted)  
(redacted)  
**Subject:** Further feedback

Hi (redacted)

I am looking at the feedback and what we can do but wanted to share the below additional amends that were shared, so that you can have design team hold off while we work on this.

Title. (redacted) has suggested the following titles to almost play of the sort of dated use of 'etiquette'. I think it could work if you are happy?

'The COVID Guide to etiquette and pandemic politeness'



Further feedback on copy:

- First and foremost, it is great. It is such a pleasure to see ideas turn into action so quickly and done so well. Thank you to all involved!
- Second, my main concern with both the guide and the press release was that they were a little abstract. So, while I like the idea of 'make an offer' and the slogan 'a simple offer creates less bother' is very clever, I am not sure people will understand what it means. I think a concrete example right at the start would help. I think we can leave the make an offer and maybe look to bring an example further up.
- Equally, I think the notion of people finding situations awkward is a little unclear. I think more stress on what makes them awkward (i.e. how to decline without causing offence) is critical in order to explain what we are doing. I think we do this, but if you can double check it's clear we obviously have the why stats so maybe bring one of those in somewhere.
- 'Say 'yes' to protecting each other' and explain that this depends upon understanding how to say no to actions that endanger each-other without offending people – think we ignore the say yes, also think we do the second part, but again if you can double check.
- 'Make an offer' is research-based, 'make a request' (what was in originally) is more likely to cause conflict. So let's remove, make a request
- (redacted) comes first please in content

Give me a shout if anything doesn't make sense.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 27 November 2020 12:27  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Hi (redacted)  
 Thanks, happy for it to be shared.

(redacted)

**From:** (redacted)  
**Sent:** 27 November 2020 12:24  
**To:** (redacted)(redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Hi (redacted)

Thanks for getting back to us – agree it's a real shame we couldn't get The Broons. We really pushed and tried to see if a simple front cover could work, but it was sadly a definitive no.

I wholeheartedly understand the feedback on 'excusing others behaviour'. This was very specifically directed by (redacted) who explained that 'Make an offer' is

research-based, and ‘make a request’ (what was in originally) is more likely to cause conflict.

I will have a look at this today and see what I can do to strengthen and tighten it up a little.

Are you alright with us sharing the document today as they are so (redacted) can approve the quote.

Thanks again for the guidance,

(redacted)

**From:** (redacted)  
**Sent:** 27 November 2020 11:47  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Hi (redacted)

I think this is a good idea and it’s such a shame we can’t get the Broons!

I think some sections could be improved – I might be over thinking it but in ways it looks like we’re excusing others’ behaviours. I absolutely get the premise of the ‘offer’ but some don’t sit quite right with me, like ‘I’ll get you some air’ or suggesting to move outside when someone removes their mask. There might not be a way round that but perhaps we have other examples?

I feel it’s also a bit long and wondered if something much shorter would get best form of engagement?

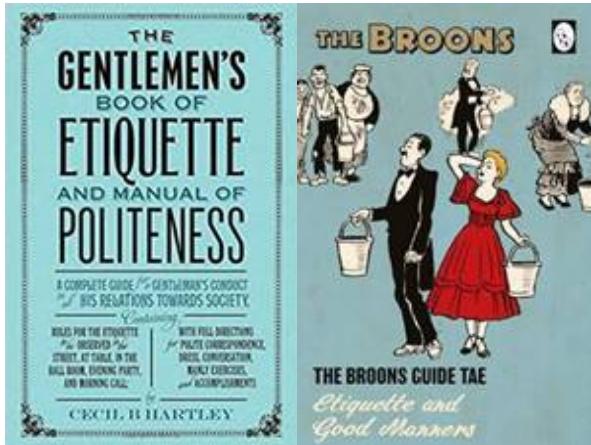
(redacted)

**From:** (redacted)  
**Sent:** 26 November 2020 21:48  
**To:** (redacted) (redacted)  
(redacted)  
**Subject:** Covid Etiquette

Hi (redacted)

I wanted to touch base about the following Covid Etiquette Guide which we are planning to launch next week. Please find attached the release and guide. It’s essentially an idea that came from (redacted) shared via (redacted) from policy. (redacted) had mentioned people can often rather than face awkward situations/cause offence, break the rules, so this aims to help navigate that.

The front cover is a play on the left book. We tried to get D C Thompson to do The Broons Covid Guide but they couldn't do it before January.



Are you happy for our PR team to issue next week and request approval of the quote from (redacted)?

Thanks,

(redacted)

**From:** (redacted)

**Sent:** 26 November 2020 16:59

**To:** (redacted)

**Cc:** (redacted) (redacted)

**Subject:** Covid Etiquette Guide - new proof for approval

Hi (redacted)

Please see attached for approval the latest proof of the guide reflecting today's amends, only thing still to do is update the back page when we receive the new FACTS end frame artwork file. Think it's looking great.

Also just to let you know I have a day off tomorrow and (redacted) will be here to pick up any feedback.

Thanks,

(redacted)

**From:** (redacted)

**Sent:** 26 November 2020 15:16

**To:** (redacted)

**Cc:** (redacted) (redacted) (redacted)  
**Subject:** RE: can you send (redacted) the 'how to say no' work

Thanks (redacted) – make perfect sense to remove those – will have that amend made and then share with (redacted) for final approval.

Thanks for reviewing so quickly.

(redacted)

**From:** (redacted)  
**Sent:** 26 November 2020 14:33  
**To:** (redacted) (redacted)  
**Cc:** (redacted) (redacted) (redacted)  
**Subject:** RE: can you send (redacted) the 'how to say no' work

Hi everyone

(redacted) passed this on to me, it looks really good. I wondered if 'Someone sits next to you on public transport?' (page 6) and "You're picking up coffee...and they take off their mask to speak to you?" should be framed as questions because the other headings aren't?

That's all – have been crossing off the situations I've been able to apply these tips.

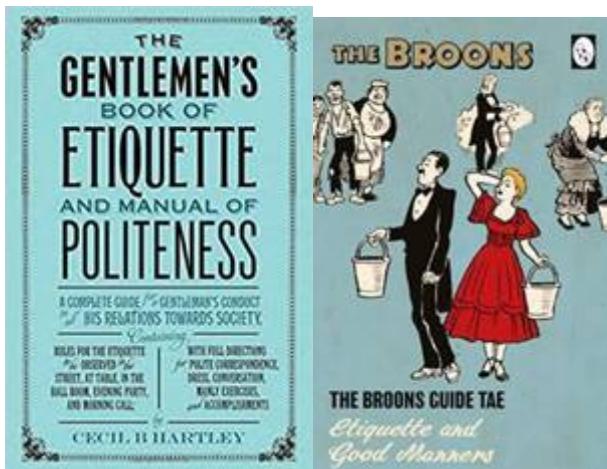
(redacted)

**From:** (redacted)  
**Sent:** 26 November 2020 13:20  
**To:** (redacted)  
**Cc:** (redacted) (redacted) (redacted)  
**Subject:** RE: can you send (redacted) the 'how to say no' work

Hi (redacted)

Please find attached the revised release following (redacted) feedback.  
Please also find attached the Covid Etiquette Guide. We have the following amends below to make and then are planning to share with (redacted) for approval and with (redacted) for approval on the quote.

To flag the reason the title is long is it's meant to be a play on the following below. We tried to do The Broons but DC Thomson couldn't get it ready until January L



### Amends include:

- Title – could we decrease tips size further so we can increase title and remove ‘top tips’ as a bit too cheesy. Can we have Etiquette... and pandemic politeness to further emphasis the play with the title. Please note we are also checking if we are allowed italics in this as there may be issues with accessibility.
- P1 – remove explanation marks
- p2 – Can we add in line about this being a modern, light-hearted twist on traditional etiquette guides, in the third para. Happy to delete the following to make room in last para ‘or causing offence when faced with awkward situations’
- p5 – amend last sentence to: *Awkward situations can arise with strangers too as it's hard to know how people will react. A planned response can help avoid conflict or appearing rude.*
- p5 change “None of us want to hurt other people’s feelings, or put others at risk” to “None of us want to hurt other people’s feelings, or put them at risk” (to reduce repetition)
- p5 change “think about how you will respond” to “think about what you might do”
- p6 –change from sit to get too close to you on public transport as could be relevant with trains etc. when getting on/off
- p6 - all of the headings end differently – remove question marks and full stops for consistency – same on p. 7
- p7- swap “Always assume people have the best intentions, and the person may have” for “Always assume that people have the best intentions, and that they may have...”
- p7 - Remove the below line as keeping mask on indoors is mandatory  
“Sorry – I’m being especially careful with the rules and keeping my mask on indoors – since my parents are a bit frail.”

- p7 - perhaps insert a space or an 'or' between the two suggestions ("Let's catch up outside – there's space to keep a wee distance", or "Sorry...")
- p8 - the first quote doesn't have a full stop and the second one does.
- FACTS – please note this will be updated with new icons currently in development.

Let me know if you have any further builds or questions.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 26 November 2020 12:52  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** can you send (redacted) the 'how to say no' work

(redacted)

**From:** (redacted)  
**Sent:** 25 November 2020 22:18  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** Re: For Approval: Press Release

Great work. It is such a pleasure to see academic ideas turned into concrete initiatives.

(redacted)

**From:** (redacted)  
**Date:** Wednesday, 25 November 2020 at 22:07  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Thanks (redacted) as have we. We couldn't have made this without you so very grateful. And hopefully it makes a difference. I'm quite a confident person and I found it uncomfortable asking the man who came to fix my boiler to wear a mask when he was coming in without one, so can see how there are likely many who find it challenging.

(redacted)

**From:** (redacted)  
**Sent:** 25 November 2020 21:37  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Great! I've really enjoyed working with you all on this.

(redacted)

**From:** (redacted)  
**Sent:** 25 November 2020 21:29  
**To:** (redacted)redacted  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Thanks (redacted) – all fine and will get those made. It's likely we will issue the press release Friday or Monday of next week. The release will go with the guide and one of the social posts. We will also look to share these with stakeholders, and post on our Scottish Government social handles. Will keep you updated.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 25 November 2020 21:22  
**To:** (redacted) (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Looks great!

Small tweaks / typos:

- I'd remove the exclamation marks on p1 (I think already the different fonts convey light-hearted)
- On p. 5, I might change "None of us want to hurt other people's feelings, or put others at risk" to "None of us want to hurt other people's feelings, or put them at risk" (to reduce repetition)

- On p. 5, I might change “think about how you will respond” to “think about what you might do”
- On p. 6, all of the headings end differently – perhaps remove question marks and full stops for consistency – same on p. 7
- On p. 7, I’d swap “Always assume people have the best intentions, and the person may have” for “Always assume that people have the best intentions, and that they may have...”
- Also on p. 7, perhaps insert a space or an ‘or’ between the two suggestions (“Let’s catch up outside – there’s space to keep a wee distance”, or “Sorry...”)
- On p. 8, the first quote doesn’t have a full stop and the second one does.

Looking forward to seeing it go live!

(redacted)

**From:** (redacted)  
**Sent:** 25 November 2020 18:02  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Hi both,

Hope you are well.

Please find attached the revised release for your final approval and the Covid Etiquette Guide with the amends from the copy shared included. Thank you again for all your help with it.

We have outlined a few amends from our end on the guide but overall very happy and hope you are too.

Amends include:

- Title – could we decrease tips size further so we can increase title and can we have *Etiquette... and pandemic politeness* to further emphasis the play with the title. *Please note we are also check if we are allowed italics in this as there may be issues with accessibility.*
- p2 – Can we add in line about this being a modern, light-hearted twist on traditional etiquette guides, in the third para. Happy to delete the following to make room in last para ‘or causing offence when faced with awkward situations’
- p5 – amend last sentence to: Awkward situations can arise with strangers too as it’s hard to know how people will react. A planned response can help avoid conflict or appearing rude.
- p6 –change from sit to get too close to you on public transport as could be relevant with trains etc. when getting on/off

- p7 – Remove the below line as keeping mask on indoors is mandatory “Sorry – I’m being especially careful with the rules and keeping my mask on indoors – since my parents are a bit frail.”
- FACTS – please note this will be updated with new icons currently in development.

Look forward to hearing any further thoughts. Once we have your approval we will share internally for final sign-off.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 12:22  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

I will have another look at the docs before 4. I didn’t comment on the animation because I assume that’s already taken a lot of work ... I’m not sure really as it’s not aligned to where we’re heading now. Suggest not using it and sticking to something clear and simple and consistent across all the various bits and pieces.

So are you giving me the go-ahead to do a bigger rewrite? I’ve only got an hour this afternoon so need to know clearly what you’d like me to do 😊

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 12:18  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Hi (redacted)

Thanks for the feedback – will go through both again to update with those amends, and share back.

We like the title, and going to see what that will look like in design. We’re very much on the same page here and using etiquette was a play on previous guides. We have actually been liaising with D C Thomson to see if we could update the below for the front cover but sadly they can’t do it in time so have had to move away from that. Looking at your version could be our next alternative.

We are working on design today so it can go through approval process tonight/

tomorrow AM so any further builds are fine if with us before 4pm this afternoon if that's (redacted)

Thanks,

(redacted)



**From:** (redacted)  
**Sent:** 24 November 2020 11:54  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** Re: For Approval: Press Release

One thought – the word 'etiquette' is so old fashioned... I wonder if we can make a virtue of it and add some humour to the campaign. That is, make a virtue of how this

seems like old-fashioned etiquette guides( [https://www.amazon.co.uk/Gentlemens-Book-Etiquette-Manual-Politeness/dp/1843915413/ref=asc\\_df\\_1843915413/?tag=googshopuk-21&linkCode=df0&hvadid=310941996689&hvpos=&hvnetw=q&hvrand=17683980946771311808&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcndl=&hvlocint=&hvlocphy=1007395&hvtargid=pla-569812096482&psc=1&th=1&psc=1](https://www.amazon.co.uk/Gentlemens-Book-Etiquette-Manual-Politeness/dp/1843915413/ref=asc_df_1843915413/?tag=googshopuk-21&linkCode=df0&hvadid=310941996689&hvpos=&hvnetw=q&hvrand=17683980946771311808&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcndl=&hvlocint=&hvlocphy=1007395&hvtargid=pla-569812096482&psc=1&th=1&psc=1) ) and use a Victorian aesthetic.

'The COVID Guide to etiquette and pandemic politeness'

Just a thought.

Possibly daft.

(redacted)

**From:** (redacted)  
**Date:** Tuesday, 24 November 2020 at 11:42  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Hi (redacted)

Now attached.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 11:36  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Apolo - which was the social post? I saw the press release and the guide...?

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 11:23  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

I actually thought it worked but have left the agency for their thoughts – if not, as you say, doesn't need to rhyme 😊

Thanks again for taking the time to feedback – much appreciated. And to check, were you OK with the social post?

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 11:20  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Great. Not sure my new 'rhyme' for the offer is any good – perhaps best to just "Make an offer" is clearer!

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 10:56  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Hi (redacted)

Hope you are well.

All those amends make perfect sense so we will make those and ensure to send you the updated copy in the final edited.

With regards to the 'Twist the Rules' campaign, that's in reference to the following advertising campaign. We have renamed it 'Stop the Spread' on YouTube and will do so for the press release as appreciate your feedback on how this can be confusing in this context.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 10:40  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: For Approval: Press Release

Dear (redacted)

Thanks for sending through – great to see it!

I hope you don't mind but I have made some edits. The thing that is missing is the research-based tip for how to handle this – basically framing anything you do as an offer is *much* easier than making requests – far less likely to cause any defensive reaction etc. So offering to do the thing yourself that you want to achieve : "I'll just step back and give you space", "I'll open the windows to give you some air", "I've got spare masks if you need one?"

I realise that "request works best" rhymes, so I've suggested an alternative for offers. I've also swapped 3 and 4 around in terms of order, so that the logic goes from offer, refusal, walk away.

I'm really not sure about "twist the rules" as the title of the campaign. It sounds like "bend" the rules to me, find the loophole, etc. Maybe I misunderstood, but I'd definitely not headline with that.

See what you think of the edits I've made.

Cheers,

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 09:48  
**To:** (redacted) (redacted)  
(redacted)  
**Subject:** RE: For Approval: Press Release

Hi (redacted)

Hope you are both well.

Please find attached the copy for the Covid Etiquette Guide. I have also attached an example of one of the social posts. The graphics for the guide will follow this style.

(redacted) can I also check you are happy with the quote included in the release?

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 18:54  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** For Approval: Press Release

Hi (redacted)

Hope you are well.

Please find attached and below the press release including the strongest results that came from the survey questions we supplied last week. Are you happy to approve the quote we have drafted? Please note we can only include one quote, so have included yours in the release but will offer interview opportunities when we issue to media with both. The guide of course will also include all three names.

We are also working on the following which we aim to share with yourself and (redacted) tomorrow;

- Infographics
- Covid Etiquette Guide – rough draft

Do let me know if you have any questions on the press release. The current plan is to release this early next week.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 15:06  
**To:** (redacted)  
**Cc:** (redacted) (redacted) (redacted)  
**Subject:** Re: DC Thomson Update

Hi (redacted)

The timeframe is unfortunately pretty fixed to deliver anything at this time of year, I understand from our discussions that the run up to Xmas is the busiest time for this department as they also handle retail, and the process of contract, origination of artwork, approvals etc is where the time comes in (and existing artwork that might expedite the process is out of date for the current Broons brand look and feel).

Sorry, it's a shame about the timings not working out, i'll let DCT know and good to keep the door open for future if there is something else we could work together on.

Cheers,  
(redacted)

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**From:** (redacted)  
**Sent:** 24 November 2020 10:03  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: DC Thomson Update

Hi (redacted)

Sorry I missed this, I think as it can't be ready for Christmas we probably won't be able to go ahead with this. If there was any way they could even just do a front cover to be ready in time for Christmas I think we would be interested but if it's 100% not possible worth letting them know it's unlikely we will do in January.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 20 November 2020 13:30  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Fw: DC Thomson Update

Hi (redacted)

I had a further discussion with DCT today have clarified timings and costs. Lead time for the process would be around 8 weeks, they suggested w/c 11 Jan would be earliest for delivery. We did broach if pre-Xmas would be feasible at a push, however in terms of their resource available in the run up to Xmas they were quite firm that 8 weeks is realistic at this time.

We have a clearer view on costs, caveated by DCT as confidential, subject to change, and future quotes would be developed on a case by case basis. In this instance they suggested a flat fee of (redacted) for supply of artwork assets based on a single campaign with an unlimited reach for use in digital formats for 3 months in the market.

Speaking with the Head of Licensing today they are very keen on working together, if timings don't align on the etiquette guide there will be scope to look at future opportunities and we have a good understanding of timescales and costs to consider this in other briefs.

Let us know your thoughts.

Thanks,  
(redacted)

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**From:** (redacted)  
**Sent:** 19 November 2020 14:08  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: DC Thomson Update

Hi (redacted)

Thanks so much for letting me know – really appreciate it and really appreciate all your work to this point. I think this could be great.

Can you confirm with them it wouldn't be for TV or radio and only for PR purposes so if they can confirm IP cost with that in mind. Short version is if they can do it before Christmas I think we could get that budget cleared. If they can't, I think we would probably leave it.

(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 13:46  
**To:** (redacted)  
(redacted)  
**Subject:** DC Thomson Update

Hi (redacted)

Update below from DC Thomson - in summary, the feedback coming from the Head of Licensing is that they are open to it and happy to discuss further, however it will take time to progress as it's a bespoke project.

Artwork:

Regarding the reference page we shared with them - The Broons etiquette guide cover - we asked for a straight use of this, however the feedback is that it was created by a third-party publisher at a time when approvals were less than robust, it is a look and feel they are currently trying to move on from so they won't allow it to be used - which would mean some work in sourcing/creating alternatives.

The opportunity to use existing artwork to frame our covid etiquette guide was raised, unfortunately DCT don't have a searchable digital archive of artwork so even using existing artwork is a challenge. It needs to be sourced, formatted and output which in itself could be several days of work. Originating new artwork could be faster however they don't have in house artists so there would be a cost to creating relevant new things.

Lead Times:

The process and turnaround is not quick we're told (i've asked for clarification i.e. are we talking weeks/months) and involves a number of approval layers including editorial input and a specific contract agreement would be required to be in place.

Cost:

There are two parts to costing:

- 1) Fixed: Ball park figure just for the creation, sourcing formatting and managing this sort of activity we are looking at (redacted)
- 2) Variable: Usage/Audience Numbers - the way DCT cost this is '*In the same way an actor would get paid for the job and then the subsequent usage be it TVRs or Radio ratings is part of their fee, we would expect the same for using our I.P.*' In the way intended to distribute the etiquette guide via stakeholders, influencers, SG direct channels, it would be difficult to project an overall cost or CPT but we have asked for an example cost to provide a reference point.

Let us know your thoughts when you get a chance to review the feedback, and it's perhaps not one to take forward right now because of lead times or budget, however it's good to know they are positive about working together, and could be one to keep warm for relevant campaigns in the future?

Many thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 24 November 2020 10:52  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Press Release and Guide

Hi (redacted)

Hope you are well.

Amends to the guide attached. The press release is going through reviews but I do get what (redacted) is saying with regards to Twist the Rules campaign mention making it confusing. Do we need to reference a campaign? Can you amend so it doesn't mention a campaign specifically please.

Can you also check if her amends need to be made to our social posts – i.e need to focus on an offer rather than request.

Thanks so much,  
(redacted)

**From:** (redacted)  
**Sent:** 23 November 2020 14:48  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Press Release For review/ feedback

Hi (redacted)

I hope you are well.

I wondered if you might be able to assist with the below ahead of us sharing with (redacted)?

Following a research paper that (redacted) and colleagues drafted on social interactions being awkward during the pandemic. We are working on a COVID Etiquette Guide with tips on how people can navigate social interactions i.e. your friend coming in for a hug when it's against the rules. This will go with small social films – the frames for the first film also attached for your review.

The PR team has drafted a release and I was hoping to get guidance from you on:

- A day this week you are happy for us to issue as know there will be a lot with COVID and Brexit
- Any feedback before we send to (redacted) and (redacted) for approval. Do I send it to (redacted) only?

Thanks in advance for your help,

(redacted)

**From:** (redacted)

**Sent:** 23 November 2020 10:43

**To:** (redacted) (redacted)

**Cc:** (redacted)

**Subject:** RE: For review/ feedback

Hi both,

Hope you are well.

Apologies for chasing, but I wondered if one of you was around for a quick chat on the below. I appreciate this may not seem specific to health, but it was handed to us on core covid marketing team, so trying to find out who from news would be able to let us know if there were any concerns about the PR agency issuing this week and any concerns about content.

Thanks in advance for your help,  
(redacted)

**From:** (redacted)

**Sent:** 19 November 2020 19:13

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Draft omnibus questions

No worries – don't worry. Have sent for now so tomorrow AM is fine.

(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 18:53  
**To:** (redacted)  
(redacted)  
**Subject:** Re: Draft omnibus questions

Hi (redacted)

Thanks for the feedback and we'll certainly send it on, however we normally would need to feed in design amends by close of business. We'll see what we can do this evening, but it's unlikely we'll get the revisions until tomorrow morning.

Are you happy to progress to an animation/film once these tweaks have been made?

Thanks,  
(redacted)

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**From:** (redacted)  
**Sent:** Thursday, November 19, 2020 6:45 pm  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Draft omnibus questions

Hi All,

On infographics, can we make the following amends please: Do we think this would be possible this evening so I can share with (redacted) tonight?

1. Ensure all fonts are a consistent size
2. Amend frame 1 to Covid Etiquette Tips
3. Amend frame 2 to: Is it awkward?

(redacted)

**From:** (redacted)  
**Sent:** 13 November 2020 15:13  
**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Draft omnibus questions

Hi (redacted)

Hope you are well.

Did questions get cleared by survey company?

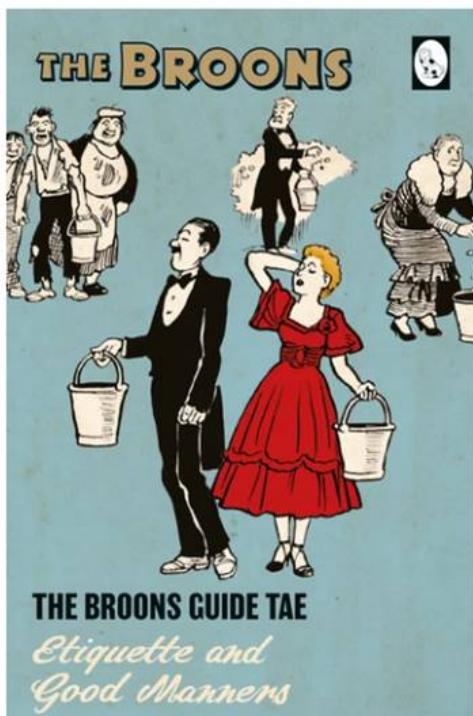
Please find attached the brief for the infographic and Covid Etiquette Guide. One thing we wanted to discuss on style was whether you could outreach to DC Thomson Media to see if they would be interested in supporting us by providing the graphics/front cover and what the imagery would be. Appreciate it's a bit of an ask and out there but think it could give us some further media hooks and visual could look great and very authentic to Scotland?

If not, we can go with one of the styles outlined using the fonts and graphics from the Twist the Rules ad which (redacted)can provide.

Look forward to hearing what you think.

Thanks,

(redacted)



(redacted)

**From:** (redacted)  
**Sent:** 12 November 2020 17:24  
**To:** (redacted)  
(redacted)  
**Subject:** RE: Draft omnibus questions

Great thanks (redacted) This is with the research team and we'll aim to get this live tomorrow.

We'll need to be mindful of medical exemptions for this one –‘asking someone to wear a mask when in situations where social distancing isn't possible’, however we can weave this into the press release if this is ranked as one of the most awkward situations.

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 12 November 2020 17:12  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Draft omnibus questions

Hi (redacted)

Really sorry for the delay. These have gone through a few rounds of amends. Final version attached and let me know if you want to talk through.

Thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 11 November 2020 09:22  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Draft omnibus questions

Hi (redacted)

Please see below draft omnibus questions for ‘twisting the rules’. These are very rough at this stage and the wording and options will need to be compliance checked by the research company, however it would be good to get your input at this stage to check these are in line with what you were thinking.

**Q1. Which social situations are the most awkward to avoid in light of the Covid-19 restrictions? (Tick all that apply)**

- Shaking someone's hand
- Hugging someone not in your household
- Not being able to go inside someone else's house
- Not being able to meet up with more than two households
- Having to exclude certain friends from meet ups
- Having to refuse home baking
- Trying to have a conversation with a mask on
- Keeping two metres apart from friends, family, colleagues
- 1. Other

**Q2. Why are these social situations hard to avoid? (Tick all that apply)**

- Don't want to hurt someone's feelings
- Don't want to seem rude
- It's a habit to go in for a handshake/hug
- Don't want to appear to be scared/fearful
- Don't want to be seen as boring/not fun
- 1. Because you love/care for the person
- 2. Other

**Q3. Who is it harder to say no to when sticking to the Covid rules?**

1. Family
2. Friends
3. Colleagues
4. Members of the public/strangers
5. Prefer not to say

**Q4. How do you avoid these awkward situations? (Tick all that apply)**

- Keep your hands in your pockets to avoid shaking hands
- Naturally take a step backwards when talking to someone
- Give an excuse to avoid the situation
- Give a virtual hug from a distance
- Remind people of the rules and why they're important
- Provide a positive response – i.e. I'd love to but just can't right now
- Connect with others in different ways – e.g. technology/virtually
- 1. Other

**Q5. Have you chosen who you interact with based on them following the rules?**

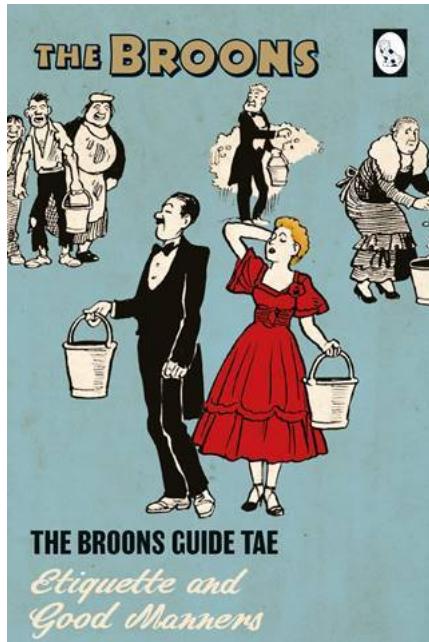
1. Yes
2. No
3. Prefer not to say

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 15:32  
**To:** (redacted)  
**Subject:** RE: The Broons - Etiquette Guide

This is all fabulous. Not sure we'll be able to pull it off before Christmas given lead times but fingers crossed.

**From:** (redacted)  
**Sent:** 19 November 2020 14:06  
**To:** (redacted)  
**Subject:** The Broons - Etiquette Guide



Hi (redacted)

Details as discussed as looking to get the above updated somehow for a Covid Etiquette and Good Manners guide ahead of Christmas. The rationale is it's a different way of trying to get safety messaging out, The Broons are inherently Scottish and recognised at Christmas, it should get good PR pick-up.

My view based on the below is that if they can agree that they can get it ready for Christmas and it's not for TV or radio, so I.P should be relatively low, we should do it.

Let me know what you think.

Thanks ,

(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 13:39  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Hi (redacted)

That's great – thank you. We have sent it on to (redacted) for approval before it goes through quote approval process.

Can I check on ETA for the other elements as I will no doubt be chased on those when sharing the release. I know you are going as fast as you can, it would mainly be good to have some sort of timing so I can manage expectations internally.

Thanks in advance,

(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 13:23  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Thanks (redacted) Please find attached a revised release which captures the tweaks across the two versions.

It would be great to get your thoughts on this.

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 12:45  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Hi (redacted)

Apologies the previous release had been going through amends internally and I have attached. Are you please able to cross reference with the revised release you have shared please?

Give me a shout with any questions.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 19 November 2020 11:46  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Hi (redacted)

Please find attached a revised version of the release. The research team did not have any issues on the way we have used the stats, however they did have some tweaks to the language/way we describe/frame the findings – mainly adding in ‘awkward situations due to the Covid-19 rules’ however we’ve tried to scale this back where we can.

It would be good to get your feedback on this version.

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 18 November 2020 18:22  
**To:** (redacted)  
(redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Hi (redacted)

Yes I know what you mean, it’s a tricky one as we need to meet their compliance rules, but still need to capture to the strongest news line. It is stripped back from their recommended wording which was:

New research reveals that more than four in five people living in Scotland find a social situation most awkward to deal with whilst trying to follow Covid-19 rules, with the majority of these respondents stating these situations are awkward to deal with as they don’t want to seem rude (38%) or hurt someone’s feelings (34%).

We’ll see what else they come back with in the morning and we can push back if required.

Have a good evening.

Kind regards,

(redacted)  
**From:** (redacted)  
**Sent:** 18 November 2020 17:44  
**To:** (redacted)  
(redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

OK thanks – feels very clunky doesn't it?

(redacted)

**From:** (redacted)  
**Sent:** 18 November 2020 17:23  
**To:** (redacted)  
(redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Hi (redacted)

The research team has come back on the first stat and it will need to be re-worded along the lines of:

New research<sup>1</sup> reveals that more than four in five people living in Scotland find a social situation most awkward to deal with whilst trying to follow Covid-19 rules, with the majority not wanting to seem rude (38%) or hurt someone's feelings (34%).

The rest of the stats are being compliance checked this evening so we'll come back to you in the morning with any tweaks.

Many thanks,

(redacted)

**From:** (redacted)  
**Sent:** 18 November 2020 17:02  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Thanks very much for the feedback (redacted) we've re-worked the release and it's with the research team for compliance checking.

Kind regards,  
(redacted)

-

**From:** (redacted)  
**Sent:** 18 November 2020 13:53  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Hi (redacted)

Press release with initial feedback attached. Apologies for confusion but on reviewing the release we can't position the way you have so have tweaked and put in a suggestion as to how we could reframe. Once we have amended version will send to (redacted) to begin getting quotes signed off.

When talking about the covid etiquette guide can you mention the three professors (the ones that drafted the insight) as co-creating/ in partnership with the Scottish Government.

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 18 November 2020 11:11  
**To:** (redacted) (redacted) (redacted)  
**Subject:** RE: Update on Twist the Rules

Hi (redacted)

Sorry for the delay in getting back to you. Updates below and will try moving approvals through quickly this morning/early afternoon.

(redacted)

**From:** (redacted)  
**Sent:** 17 November 2020 16:12  
**To:** (redacted)  
(redacted)  
**Subject:** Update on Twist the Rules

Hi (redacted)

I hope all is well with you. Just a bit of an update on a few things on the 'Twist the Rules' campaign.

### **Infographics**

We have an initial design as a starting point and we'd like your input at this stage before progressing the other two scenarios. As you know this will be a carousel with a gif animation and we'll add a cover and end frame. Two versions attached one with a header and one without. Will get back to you ASAP on this. Checking with Redacted, Redacted and social content hub.

### **DC Thomson**

We had a good initial conversation with DC Thomson and they plan to come back to us tomorrow with further thoughts and feasibility of progressing the partnership. We've also drafted an overview of the Covid Etiquette guide pdf so that we can agree on content and we can lighten the tone of voice as required (see attached). Interesting on DC Thomson and thanks for the attached. Will get back to you ASAP.

### **Press release**

We also got the research results back this afternoon (attached) and have drafted a bare bones release as discussed. We felt the 'why' people are tempted to break the rules offered the most interesting news line and it would be good to get your thoughts. Will come back ASAP but it makes sense to me that 'why' would be the most interesting to media.

Did you get any feedback on whether (redacted) would be interested in providing a quote for the press release. (redacted). Thanks for this – good to be mindful of this and will flag with (redacted)

### **Film**

This is still work in progress and quite a challenge to get people to commit, mainly due to compliance reasons, however we have two females and a male interested in getting involved so far so we'll keep you posted. Great and thank you.

Also just to pick up with you in terms of timings for this campaign based on the Tier 4 announcement today. It would be good to chat this through with you at some point. OK. Shall we say 3pm as hopefully by then I will also have feedback on a lot of the above so any queries on feedback can happen at the same time. I can guess the concern though – pushing out this content in level 4 areas could aggravate people. This might mean we might need to instead of putting out on our social channels give specifically to local councils in toolkit so those in 3 down can use.

Many thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 17 November 2020 15:54  
**To:** (redacted) (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Social Content

Hi All,

Hope you are well.

Is there any update on the social posts and when we should expect those?

Would be super helpful ahead of a catch-up with (redacted) tomorrow AM if you could update on timings for everything coming in this week?

- Social post
- Skeleton Press release
- Final survey results
- Covid Etiquette – first draft
- Film

Also was there any word from DC Thomson?

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 16 November 2020 12:28  
**To:** (redacted) (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Social Content

Thanks (redacted)

It's hard this one isn't it. I'd consider myself pretty confident but couldn't see myself comfortably saying this to a stranger. Would be worried they would think I was being sarcastic. Probably would be to be fair! I know it's one from (redacted). What about the below?

### **Solution**

Sorry I know it's tricky in busy spaces to keep to 2 metres but could you take a wee step back so we're not too close?

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 16 November 2020 11:49  
**To:** (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** Re: Social Content

Hi (redacted)

We have drafted some copy below for a physical distancing situation to get a start on this one in design too. Let us know your thoughts, and we can amend the situation/copy accordingly. We thought the supermarket issue was a good one to highlight as distancing in that context it will be a common experience for most people.

**Physical Distancing**

**Issue**

A stranger in the supermarket is way too close, and doesn't maintain a two-metre distance despite you moving away.

**Approach**

It can be awkward to speak to a stranger, and to avoid any friction you should acknowledge that the person may not realise or have forgotten the guidance. Try to say something to remind them.

**Solution**

'Sorry I'm sure you don't mean to stand so close, I'm just going to move back a little so we are sticking to the two-metre rule in the shop'

Thanks,  
(redacted)

---

**From:** (redacted)  
**Sent:** 16 November 2020 11:13  
**To:** (redacted) (redacted)  
**Cc:** (redacted) (redacted)  
**Subject:** RE: Social Content

Hi (redacted)

Thanks very much for these. As timings are quite tight we'll brief in the second options at this stage, so that we can start to get a look and feel we're all happy with and clear solutions from the visuals.

We've edited the wording back slightly (see below) and we'll get our designer started on these.

Also I meant to pick up with you on budget for these. Do you want us to allocate some of the redacted influencer costs to the infographics/etiquette guide pdf, or are you happy for us to take the design costs for these from the remaining redacted budget we have from the previous non-compliance campaign?

Kind regards,  
(redacted)

## **Greetings**

### **Issue**

You meet an old friend who comes in for hug. Awkward.

### **Approach**

Changing how we say hello to one another isn't easy. Being honest about it can make things easier.

### **Solution**

"I so want to hug you! But I guess we have to wait until it's safe. I'm giving you a virtual hug."

## **Declining Invites**

### **Issue**

A good friend has a big birthday coming up and invites you round for cake with some other close friends.

### **Approach**

Refusing requests like this from people you are close to is difficult. Try providing a positive reason for declining and offer an alternative.

### **Solution**

I wouldn't want to risk infecting you – that would be the worst birthday present ever. Let's have a birthday zoom and plan a bigger celebration when it's safe to get together.

**From:** (redacted)

**Sent:** 16 November 2020 10:37

**To:** (redacted)

**Cc:** (redacted) (redacted)

**Subject:** Social Content

Hi both,

Have to rush off but have started one. Was thinking we could do a more fun version as it's easier to keep things succinct and makes content a bit more shareable but let me know what you think?

Thanks,

(redacted)

## **Greetings (Fun version)**

### **Issue**

You meet an old friend who on seeing you comes in for hug. Awkward.

### **Approach**

Make a loud noise and air ninja kick to remind them to keep their distance OR Acknowledge how strange it is and offer an alternative

### **Solution**

"I so want to hug you! But I guess we have to wait until it's safe. I'm giving you a virtual hug."

## **Greetings (normal version)**

### **Issue**

You meet an old friend who on seeing you comes in for hug. Awkward.

### **Approach**

Changing how we say hello to one another to stop the spread isn't easy - and it can be awkward.

Being honest about it can make things easier. Acknowledge how strange it is and offer an alternative

### **Solution**

"I so want to hug you! But I guess we have to wait until it's safe. I'm giving you a virtual hug.

## **Declining Invites (normal version)**

### **Issue**

A good friend has a big birthday coming up and invites you round for cake with some other close friends.

### **Approach**

Put your head in the sand and ignore – silence can be golden. If pushed, claim your phone has been having issues.

### **Solution**

I really wouldn't want to risk infecting you – that would be the worst birthday present ever. Let's have a zoom drinking session and have an evening bigger one when it's safe.

## **Declining Invites (normal version)**

### **Issue**

A good friend has *a big birthday coming up and invites you round for cake with some other close friends*.

### **Approach**

Refusing direct requests like this, especially from people you are close to, is difficult. Try providing a positive reason for declining and offer an alternative.

### **Solution**

I really wouldn't want to risk infecting you – that would be the worst birthday present ever. Let's have a zoom drinking session and have an evening bigger one when it's safe.

Will do the third when back. Happy for you guys to decide on best approach. Also FYI on some content (redacted) have running at present.

Thanks,

(redacted)



**From:** (redacted)  
**Sent:** 16 November 2020 09:41  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Catch-Up

Great – sounds good. Shall I call the same conference number?

(redacted)

**From:** (redacted)  
**Sent:** 16 November 2020 09:40  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: Catch-Up

Hi (redacted) sorry to hear that, hope he's ok.

We can do 12.30 - or if you want to do a quick call before you head out to the vet (redacted) and I are free now?

---

**From:** (redacted)  
**Sent:** 16 November 2020 09:36  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Catch-Up

Hi (redacted)

I'm so sorry but have to take my dog to the vets as he's ripped out some stitches on his leg (despite wearing a cone) so now need to take him back for that. Can we make it 12.30 pls?

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 16 November 2020 09:18

**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: Catch-Up

Hi Sam,  
Hope you had a great weekend.

Will we go for 11am?

We can use our conf no (redacted)

Speak soon.

Cheers,  
(redacted)

---

**From:** (redacted)  
**Sent:** 16 November 2020 08:45  
**To:** (redacted)  
(redacted)  
**Subject:** Catch-Up

Hi (redacted)

Hope you are well.

Thanks for the quick chat on Friday regarding the survey.

Shall we have a catch-up this morning on the following:

- Infographic
- Survey Timeline
- Covid Etiquette Guide
- Conversation with DC Thompson

I'm available from 10.30am -12pm?

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 13 November 2020 16:18  
**To:** (redacted)  
**Cc:** (redacted) (redacted) (redacted)  
**Subject:** RE: For Approval - Covid Etiquette Guide

Thanks (redacted) – all makes sense and have sent back to them with your amend.  
Thanks again for reviewing so quickly as know you must have lots on today!

(redacted)

**From:** (redacted)  
**Sent:** 13 November 2020 15:00  
**To:** (redacted)  
**Cc:** (redacted) (redacted) (redacted)  
**Subject:** RE: For Approval - Covid Etiquette Guide

(redacted)

Just marked up with one comment.

Will need to see suggestions from (redacted) on how they get the content out there.

Like the DC Thomson angle. They could potentially do the cover as well inside using their characters.  
The Broons/Our Wullie is a traditional xmas present

Thanks  
(redacted)

**From:** (redacted)  
**Sent:** 13 November 2020 13:27  
**To:** (redacted)  
**Cc:** (redacted) (redacted) (redacted)  
**Subject:** For Approval - Covid Etiquette Guide

Hi (redacted)

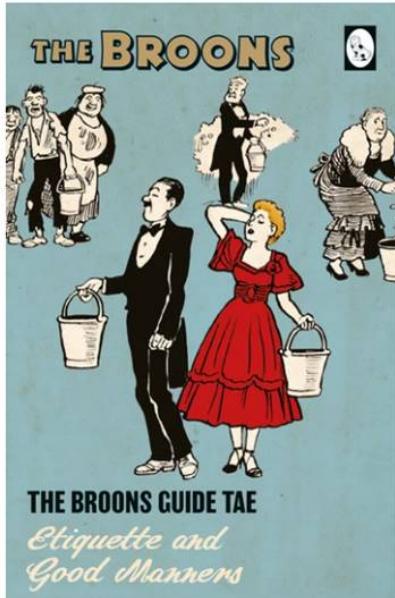
Hope you are well.

Please find the current brief for the Covid Etiquette Guide so that (redacted) can begin working on the infographics and overall structure whilst we wait for results. Are you able to review and feedback please?

Also, thinking we ask them to get in touch with DC Comics to see if they will do any update one of this based on the information provided? They would only need a front cover? What do you think?

Thanks,

(redacted)



(redacted)

**From:** (redacted)  
**Sent:** 13 November 2020 09:38  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Hi (redacted)

Not a problem – we will keep you updated with progress next week.

Thanks,  
(redacted)

**From:** (redacted)  
**Sent:** 13 November 2020 08:09  
**To:** (redacted)  
**Cc:** (redacted) (redacted) (redacted)  
**Subject:** Re: Covid Etiquette

Hi (redacted)

Sorry for my silence yesterday. We took the day off and headed for the hills. Today's the same.

I am happy to help if I can - but (redacted) is far more qualified than me to speak to the complexities in social interaction. And both (redacted) and (redacted) would be much better in terms of media interviews.

Cheers

(redacted)

Sent from my iPhone

On 12 Nov 2020, at 19:36, (redacted) wrote:

No problem – I have also been back to back and couldn't tell if I'd missed something  


Tomorrow is the same, meetings all day til 4.30 sadly. But there's tips in the piece that (redacted) and I wrote with (redacted) which, in turn, were partly based on other guides I've made for dealing with people behaving badly – whatever the behaviour, the principles are the same:

<https://www.lboro.ac.uk/internal/back-to-campus/say-when-not-ok/#:~:text=Soft%20your%20intervention%20by%20saying,compliance%20or%20are%20feeling%20uncomfortable>

<https://www.lboro.ac.uk/media/media/groups/maia/How%20to%20say%20when%20it's%20not%20okay.pdf>

Would these give you enough content? Happy to add more if these aren't quite covering it.

(redacted)

**From:** (redacted)

**Sent:** 12 November 2020 18:29

**To:** (redacted) (redacted)

(redacted)

**Subject:** RE: Covid Etiquette

Hi (redacted)

Apologies for the delay in responding – it's been a busy day here and I'm only getting to your email now.

Thank you for your response and bio – very much appreciated. Unfortunately the questions have gone as we were on a deadline but they were slightly tweaked so I have attached for your reference.

It would be great if you have 15 minutes tomorrow so I can talk through some of the work being developed and discuss where you would like to assist. One area I thought might be of particular interest is developing our 'Covid Etiquette Guide' where we look to provide people with tips on how to prepare for certain situations where complying with the rules could be made challenging and equally ways to navigate unplanned social interactions. Would this be of interest? (redacted) this

could also be an opportunity to discuss what support you thoughts students might be able to provide?

I am free from 11-12pm if that works?

Thanks,

(redacted)

**From:** (redacted)  
**Sent:** 12 November 2020 18:15  
**To:** (redacted) (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Dear (redacted)

Apologies if I missed something along the email chain ... just checking if there's a task to do ... I'm guessing as you had 11.30 deadline things have already moved on?

All best,

(redacted)

**From:** (redacted)  
**Sent:** 12 November 2020 12:48  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: Covid Etiquette

That all makes sense.

Incidentally, I have a number of students who are asking me if they can do any work on COVID... so if it is an issue of resources, we have some willing volunteers who could help.

(redacted)

**From:** (redacted)  
**Date:** Thursday, 12 November 2020 at 12:30  
**To:** (redacted)  
**Cc:** (redacted)" (redacted) (redacted) (redacted) (redacted) (redacted) (redacted)  
**Subject:** RE: Covid Etiquette

Hi (redacted)  
Thanks for getting back to us – much appreciated.

Wholeheartedly see where you are coming from in the suggested change. The difficultly is that for media to be interested/ run the story, it needs to be quantitative

(over 1000s) and with the budget we have available we are limited with the amount of questions we are able to ask. Whilst there is no room for quantitative in this specific element of the PR campaign - this is mainly about raising awareness with people and then we will be supplying them with case studies and the 'Covid Etiquette Guide' which will have the finer detail – rest assured there will be in the campaign.

We are all agreed on this side that really specific examples are needed. This will be where our work with real life case studies comes in. We'll ask them about exact situations, like those you mention, and ask them to talk through the details i.e how they felt, how they navigated the situation and then provide them with some tips/tools to handle those situations going forward and ask if they would help. I will keep you across that content as we will make a short film. We will also share your feedback below with the PR agency so they keep these exact situations in mind. Some of the others for reference we have already briefed are:

What would you do if your friend ran in for a hug?

What would you do if your neighbour cooked you the most beautiful looking casserole?

How would you react if a colleague bumped into you in the street and wasn't obtaining physical distancing?

What would you do if stranger in the supermarket was way too close and kept doing it despite you moving away?

Let me know if you want to talk through anything and hopefully this helps assure you that the detail will be captured in wider activity.

(redacted)

**From:** (redacted)

**Sent:** 12 November 2020 12:17

**To:** (redacted)

**Cc:** (redacted)

**Subject:** Re: Covid Etiquette

Hi –

I have looked at the questions, and a few thoughts.

In general terms, the issue here is about the specific interactional dilemmas that people face and so I wonder if it isn't better to pose questions more concretely and in terms of those dilemmas. So, for instance, when asked about sitting two metres apart from colleagues that might not seem problematic. The dilemma. Is when you are sitting. In the coffee. Room. At. work and. Someone comes and sits next to you. Or. Else at home, someone from another household comes and sits next to. You on the sofa rather than sitting on another chair. Similarly, in general. Terms, limiting numbers. For meet ups is one thing, but the situation where you are meeting. And a. friend. Comes along with an extra person and says 'I met Mary along the way, it's OK if she joins us, isn't it – she lives. Alone and. Hasn't seen anyone for ages...' In terms of the types of scenario we mention, I think it is important to include both

refusals (not shaking hands, refusing invites etc.) and requests (asking for the windows to be open in a stuffy house, asking for Hand gel etc.)

So, could we frame the various questions in terms of concrete dilemmas (e.g. 'not. Shaking hands' becomes 'you meet up with an old friend and they reach out to hug you'). We could then ask whether they have experienced anything of that sort, how awkward they had found it (Q1), why they found it awkward (Q3) and whether they had gone along (Q2).

We can also ask how they have sought to manage these situations, ideas. They have had afterwards to manage the situation. And what effects. They have had.

Finally, we might want to get them to generate some qualitative material – asking them to list any other interactional scenarios they find particularly difficult and to give us up to three examples of an encounter of this sort. What happened, how they reacted and what the implications were (either of accepting or saying no).

I know this is a fairly Radical change and may not be possible at this stage – but I thought I would mention it.

(redacted)

**From:** (redacted)  
**Date:** Thursday, 12 November 2020 at 11:39  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Covid Etiquette

Thanks (redacted) – (redacted) if you would be interested in any media interviews secured, it would be great to have a small bio if you have one available? If we can have these by Monday please that would be brilliant.

Thank you all and (redacted) look forward to your feedback on the questions. Please note that they may be tweaked by the survey company as they review to ensure there aren't any areas for confusing/ anything misleading/ and equally anything too leading.

Please feel free to call if you have any questions. My mobile details below.

(redacted)

**From:** (redacted)  
**Sent:** 12 November 2020 11:04  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** Re: Covid Etiquette

Hi –

Very happy to be involved – I have also copied in (redacted) who cooperated on the paper – and (redacted) is the real expert here so it would be wonderful if she too could be involved. I will look at the questions and respond asap.

(redacted)

**From:** (redacted)

**Date:** Thursday, 12 November 2020 at 10:24

**To:** (redacted)

**Cc:** (redacted)

**Subject:** Covid Etiquette

Hi (redacted)

Hope you are well and delighted to be working with you again to help support compliance in Scotland.

Following your discussions with (redacted) and after receiving the **Developing the skills of compliance** insight paper, we have been liaising with our PR agency on a PR plan to better support people in Scotland in managing social interactions during the pandemic.

Please find below an overview of activity planned and a request for your support.

<image008.jpg>

What support we would like:

- **Questions** – please find attached the questions going live today. Please do let us know if you have any further builds before 11.30am. Apologies for the tight turn around. We need 4-5 days to have the survey questions answered so need to go live ASAP.
- **Release** – once we have drafted the release we would like to have a quote from yourself outlining the reasons people in Scotland are struggling with saying ‘no’ and why support should help us all navigate these challenges.  
**Interviews** – once the release has gone out to media, we may get media requests for interviews. Ideally would like to do 1-4 (max) interviews to help bolster media coverage
- **Covid Etiquette Guide** – based on the findings from the research, we will look at provide a 1-2 page – Mini Guide on Covid Etiquette.

Please let us know if you are happy to be involved in the above or based on time and resource, if you would like us to cut down on a few of these asks.

Thank you in advance for any assistance,

(redacted)

Dear (redacted)

Happy to look at the questions but not sure they were attached...?

Bio (chop and shorten as required!). (redacted). (redacted) uses conversation analysis to understand how talk works - from first dates to medical communication. Outside the university, (redacted) runs research-based communication training for practitioners. (redacted) is passionate about science communication and (redacted) research and biography were featured on the BBC Radio 4's The Life Scientific.

(redacted)

**From:** (redacted)

**Sent:** 12 November 2020 11:40

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Covid Etiquette

Thanks (redacted) if you would be interested in any media interviews secured, it would be great to have a small bio if you have one available? If we can have these by Monday please that would be brilliant.

Thank you all and (redacted) look forward to your feedback on the questions. Please note that they may be tweaked by the survey company as they review to ensure they aren't any areas for confusing/ anything misleading/ and equally anything too leading.

Please feel free to call if you have any questions. My mobile details below.

(redacted)

(redacted)

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Please let us know if you are happy to be involved in the above or based on time and resource, if you would like us to cut down on a few of these asks.

Thank you in advance for any assistance,

(redacted)

**From:** (redacted)

**Sent:** 12 November 2020 13:30

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: BAME film

Great thanks (redacted), glad you like it. Here is the extra detail on the film we talked about too, just to give it a bit more context and we'll have a think about who we can approach for this.

Thanks also for the further thoughts on the infographic visuals and just come back to us when you've decided on the approach. It would be good to confirm which 'etiquettes' you'd like us to focus on with the visuals too – e.g. the hug/handshake, social distancing etc.

We're ready to go with the research team, so again please just feedback the changes to the omnibus questions when you can and we can get these live.

Kind regards,  
(redacted)

**From:** (redacted)

**Sent:** 12 November 2020 12:18

**To:** (redacted)

(redacted)

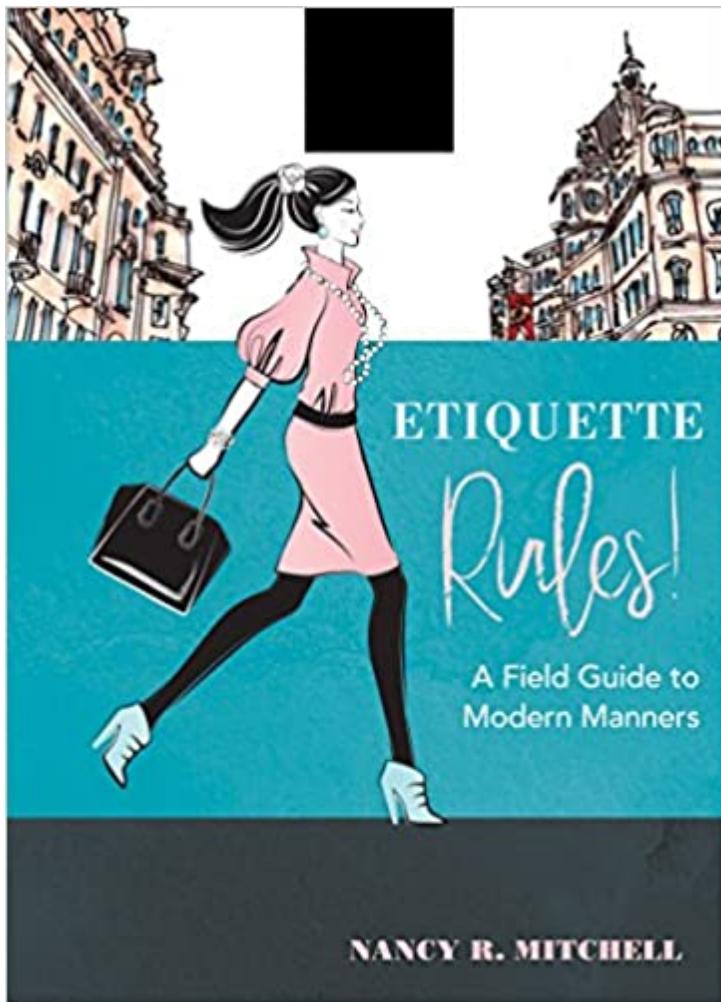
**Subject:** RE: BAME film

Hi (redacted)

This BAME film is beautiful and I'm sorry I missed it. Well done to you and the team. Can't say enough how simple but emotionally engaging I found this. Brilliant. So yes, great example and will leave doing something equally awesome in your very capable hands.

Will get back to you on the infographic but as it's part of compliance and to compliment new levels, the simplest route would be to follow the font and colour of the following end frames from the Twist the Rules or Levels (see below).

That said, I also think there whilst using the same font and colours, we could go further and try to play off the 'etiquette element' following some already existing version such as the below example. I am checking with (redacted) if she has a vision in mind, but if you can have a think in the interim too that would be great. I suppose key consideration is the below are great for the Covid Etiquette Guide, but for social will need to be super simple for accessibility purposes.



NANCY R. MITCHELL

**Please line up in an orderly way**

Please line up in an orderly manner and do not cut ahead. This prevents your turn will come.

**Don't bicycle under the influence**

A fine of not more than 1 MILLION YEN or 5 YEARS IN PRISON

**Let those who need it have priority seating**

Priority seating is for disabled people, elderly people, pregnant women, and people traveling with small children.

**Don't cancel restaurants at the last minute**

Although it is common, please release the seating reservations of the last minute as it may interfere with others.

**Keep toilets clean**

Please use toilets correctly and clean up after yourself.

**Don't leave your bicycle on the road**

If you park your bicycle on a designated bicycle parking area & with the permission and pay and be charged 2,300 YEN for removal.

**Don't take pictures near train tracks**

Excessive flashes may distract drivers on the Kintetsu line. It might make for a great photo but it's not worth it by a mile.

**Don't take pictures where prohibited in some areas in shrines and temples**

Please note that pictures and flash photography are prohibited in some areas in shrines and temples.

**Refrain from touching old buildings and objects**

These structures of wood and stone are very delicate. They may not all seem like much, but they are still important landmarks.

**Try to be quiet and respectful in shrines and temples**

Most of the shrines and temples are over 1,000 years old. Please be respectful and quiet.

**Remove hats and sunglasses in shrines and temples**

Please be respectful when visiting.

TOPOGRAPHICS

Reference: City of Kyoto, Kyoto Convention & Visitors Bureau

KYOTO  
THE EXPERIENCE CITY

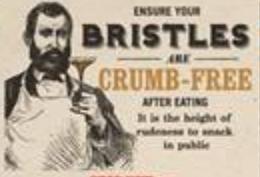
## GUIDE TO GENTLEMANLY BEHAVIOUR



ENSURE  
YOU ARE  
ALWAYS  
**CLEAN SHAVEN**

my beard is well-groomed;  
stubble rash does not  
become a lady

[SHOP NOW →](#)



ENSURE YOUR  
**BRISTLES**  
ARE  
**CRUMB-FREE**

AFTER EATING  
It is the height of  
rudeness to snack  
in public

[SHOP NOW →](#)



ENSURE YOUR  
**COLLAR**

IS ALWAYS  
**PRISTINE & STIFFENED**

A limp collar does not  
reflect well on your

**DEMEANOUR**

[SHOP NOW →](#)



**HEADWEAR**  
SHOULD  
**NEVER**

BE WORN INDOORS;  
the same applies for sunglasses  
unless you wish to be branded a fool



LADIES LOOK TO YOUR SHOES TO  
**ASSESS YOUR  
SUITABILITY;**  
ENSURE YOUR FOOTWEAR IS ALWAYS

**WELL  
POLISHED**



A LIGHT SPLASH OF  
**SCENT**  
WILL ENSURE YOU MAKE A  
**FINE IMPRESSION**  
IN ANY  
**SOCIAL SITUATION**

[SHOP NOW →](#)



EYEING A LADY'S  
**ANKLES IN PUBLIC**  
REGARDLESS

OF HOW FINE THEY MIGHT BE,  
MAY SWIFTLY RESULT IN A  
**SLAPPED CHEEK**



WHEN ASKING A LADY TO  
**DANCE**

ENSURE YOUR  
**UNDERARMS**  
ARE SUITABLY FRESH TO AVOID  
UNSIGHTLY DAMP PATCHES

[SHOP NOW →](#)



BLOWING ONE'S  
**NOSE**  
IN THE COMPANY OF LADIES IS  
NOT ACCEPTABLE  
BE DISCREET AND USE A  
**HANDKERCHIEF**

[SHOP NOW →](#)



SHOULD A LADY  
**REFUSE**  
YOUR  
**ADVANCES**

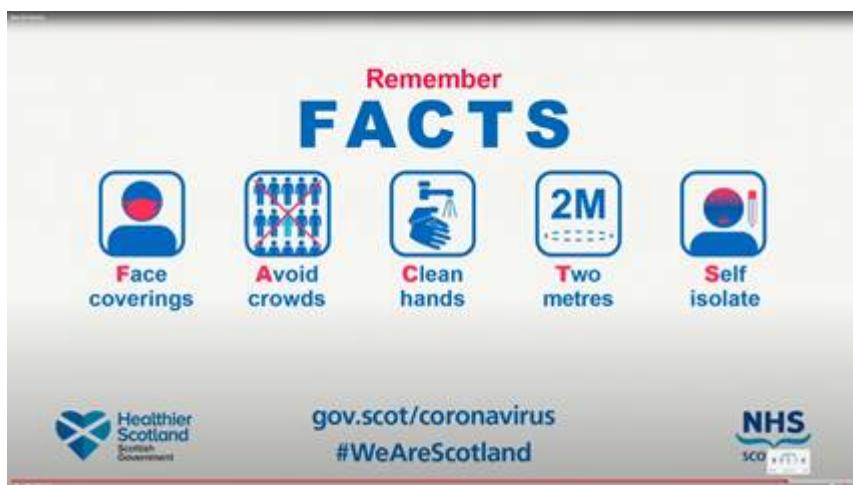
it is wise to  
REAPPLY YOUR  
**SCENT**  
BEFORE TRYING AGAIN

[SHOP NOW →](#)



## Compliance

<https://youtu.be/e5Zpt8VxRbg>



## Levels

<https://youtu.be/cgjyi7rxBV0>



(redacted)

**From:** (redacted)

**Sent:** 12 November 2020 09:58

**To:** (redacted)

**Subject:** BAME film

Hi (redacted)

As discussed this is the film we made for the BAME project featuring real people and footage of them marking Ramadan and Eid at home

<https://www.facebook.com/MuslimCouncilScot/videos/231696938128218>

For the twisting the rules film we would have a set of questions covering those awkward social situations (really like the ones you sent over below) and ask people to talk about how they react to these situations and provide top tips to others. We'd interweave this with footage of them going about their daily lives and sticking to the rules – whether that's a zoom catch up with friends, social distanced greetings (virtual hugs etc), avoiding the home baking etc. We'd also aim to get a diverse range of different people and try and make it quite light hearted in tone so that people will relate to the situations we all find ourselves in during the pandemic.

What would you do if your friend ran in for a hug?

What would you do if your neighbour cooked you the most beautiful looking casserole?

How would you react if a colleague bumped into you in the street and wasn't obtaining physical distancing?

What about a stranger in the supermarket being too close?

Please let us know the brief for the infographics and as I mentioned we could certainly brief our designer to produce static, visual infographics but if it's more of a film format that might be one for the social content hub ('explainer' type films they produce).

Anyway let us know, we're happy to help if we can.

Kind regards,  
(redacted)

(redacted)

**Sent:** 11 November 2020 15:38

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Twisting Rules PR Brief

Hi (redacted),

Great – have put the ask out to (redacted) and will keep you updated. Agree with you on name – sometimes trying to be too clever with it messes it up. Let's keep simple.

One other thing I thought on influencers which could be an easy ask and likely they'll like participate is the 'smize'. This could be one way of maybe getting static posts over stories. Sure you've seen the articles kicking about it and thought it might allow us in some form to hop on a bit of a trend? Have a think and let me know any reservations/thoughts.

On video, yes great to have a chat and understand what you were thinking. In my head I was thinking it could be like the interview format of First Dates – bear with me. Where we have someone interviewing a few influencers (\*could do outside for safety) asking questions to see what their reactions are i.e.

What would you do if your friend ran in for a hug?

What would you do if your neighbour cooked you the most beautiful looking casserole?

How would you react if a colleague bumped into you in the street and was obtaining physical distancing?

What about a stranger in the supermarket being too close?

You would catch their 'real' reactions – laughter, oh no that's so awkward, what kind of casserole etc...

Then you go back and say what they could try instead and get their real reaction to that i.e Oh that's so much easier, yeah that would avoid Sheena being outraged I turned my nose up at her cooking etc...

Not sure what you think but let me know.

Cheers,

(redacted)

**From:** (redacted)  
**Sent:** 11 November 2020 15:26  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Twisting Rules PR Brief

Great thanks (redacted) yes that's a fair summary and we were mulling over 'covetiquette' ourselves but think 'covid etiquette guide' works, although we'll keep thinking. We like the idea of creating simple infographics and a short covid etiquette guide will be a nice asset too.

The plan was to create one film featuring real people talking about how they avoid those awkward social interactions and it would be good to have a chat about this at some point and what we're asking people to do so we can start briefing people to get involved. Let me know when you're free for a quick call on this either today or tomorrow morning.

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 11 November 2020 14:59  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Twisting Rules PR Brief

Hi (redacted)

Thanks so much for this – approved and will get a PO raised.

Going to approach (redacted) now. Don't think name is quite right (see below) but have completed an overview slide for (redacted) – does this seems a fair summary? I haven't called it excuses excuses as don't think that's quite right either, particular for (redacted) who is very much focused on positive language to encourage compliance.

The 'teaser' is your end slide which I have moved upfront based on (redacted) feedback that we could look to get a few bits of content on etiquette based on what (redacted) has already shared so we can run something sooner rather than later as there is pressure on us for this to start soon. We were thinking we could look to do something simple with infographics for this but equally happy to do with people/person if easier. The rest is all your info summarised.

Also, one to note, the shielding team have asked if we can get in some messaging on how important it is we follow the rules for people who were in the shielding category. I think we could include a line in the release and a line in the 'covid etiquette guide' somehow as part of the wider importance for the four harms. Hoping you guys will come up with a better name – was toying with 'covetiquette' but doesn't quite work.

Coming back on questions and sorry for delay.

Thanks,

(redacted)

## COVID ETIQUETTE

Saying 'no' isn't always easy to do – especially with loved ones and friends. We'll find out what social challenges the nation is facing as they try to stay safe and follow the rules. We'll also provide them with the right support to stay inline with the protection measures without offending others or being misinterpreted as rude.

Teaser	Media Launch	Influencer Amplification
<p><b>Objective:</b> To begin teasing out support content with some simple tips on staying safe without the awkwardness.</p> <p><b>What we'll do:</b> We'll create a couple of videos using some of the tips [REDACTED] already supplied to use on SfH. very simple format.</p>	<p><b>Objective:</b> To drive awareness of the key social interactions people in Scotland are finding most challenging and provide support to help them stay safe without offence or awkwardness.</p> <p><b>What we'll do:</b> Create a press release revealing what rules/measures people find sticking to the hardest, who they find it hardest to say no to, and why. This research release will be accompanied by a Covid etiquette guide and will offer up 1-4 interviews with Stephen.</p>	<p><b>Objective:</b> To amplify the Covid etiquette guide.</p> <p><b>What we'll do:</b> We'll engage influencers to help spread the word that there are ways to navigate uncomfortable or awkward COVID interactions with the Covid etiquette guide. We'll get them to talk about which ones they find hardest and how they have used the guide to help them navigate situations.</p>

(redacted)

**From:** (redacted)  
**Sent:** 10 November 2020 13:59  
**To:** (redacted)  
**Cc:** (redacted)  
**Subject:** RE: Twisting Rules PR Brief

Hi (redacted)

Thanks very much for the feedback. Please find attached the revised presentation and a few comments in red below.

We have (Redacted) fee left over from the previous non-compliance activity, so we've included this budget in this project, which will cover off the initial burst of

launch activity already completed (press release, Q&As, sell in and Bauer vox pop activity). This will leave us with £5k remaining from the previous non-compliance project.

If you're happy with this approach we'll ask our accounts team to raise a (Redacted) quote for PO processing, to cover the 'Excuses, Excuses' activity.

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 10 November 2020 12:20  
**To:** (redacted)  
(redacted)  
**Subject:** RE: Twisting Rules PR Brief

Hi (redacted)

Thank you so much for the quick response on the brief. Think it's looking good and main feedback is that we focus on one idea and work on that which is Excuses Excuses.

Give me a shout if you want to talk through anything and well done on the sell-in.  
Was looking great.

Thanks,

(redacted)

## **Slide 2**

- not sure about the wording 'brings more hardship' has this come from somewhere? Yes, this was from the original brief we received (attached) but appreciate this was tweaked in the revised version so we've changed this. Think it's more 'every time we don't follow protection measures or twist the rules, we risk spreading the virus, which puts lives, the NHS, and the economy at risk.'

## **Slide 3**

Typo - Covid - oops apologies, amended!

## **Slide 5**

- There is a real pressure for us to get this out ASAP so would be keen to understand quickest turn around on this We'll need at least 4-6 days in the field for the research and we'd ideally need questions signed off by tomorrow – we'll work on them ASAP and push for a four day turnaround with research company Censuswide.
- Agree would be great to have all ready to go at same time, however, I know the previous attempt of building PR research resulted in delays and we ended up not using it as things moved on so think we should also have a plan on how we can progress the work with (redacted) at the same time, and the videos, as the research is commissioned. So (redacted) is giving the practical

advice on social situations (do not think we need research to identify them – agreed we can start progressing this now and it would be great if you can pass on (redacted) contact details)

- I think we approach this person but wonder if there is something in (redacted) working with (redacted) to develop some fun pieces of content like (redacted) did originally to show how to avoid them  
<https://www.bbc.co.uk/programmes/p08lbh7q> - We can make an approach to (redacted) if you are happy with her in terms of compliance/vetting?
- Would be keen to see the questions as soon as possible – think we need to show – most awkward COVID situation for Scots, the one people find the hardest, why they find it hard – are they afraid to be rude, is it afraid to seem like we're fearful – the why will be really interesting here. Who is it harder to say no to – friends, family, stranger? Yes no problem we'll work on them

### **Slide 6**

- This is great and agree rather than spread it all out, we want to go out with multiple assets from the video, to interviews with (redacted), to the release all at once. Think it would also be great to speak to BBC breakfast once we have results early doors to see what would be of interest to them and almost work to develop what would work for them
- Would be careful about language like' some people think it's Okay to put a twist on certain rules' for this. Think this is more about the majority of people want to be compliant but sometimes not knowing how to say no, or how not to see impolite can prevent that

### **Slide 9**

- Can we talk this through? Are you across what is happening for St Andrew's Day? Need to find out what they are doing as St Andrew's Day is all about small acts of kindness and keen not to cross over into that territory for this.
- Let's leave this for now – agreed and better to give Excuses, Excuses a bigger push

### **Slide 11**

- Think too abstract so let's leave - agreed

### **Slide 13**

- Sounds great but think let's leave for now as News can probably do this so better we focus all our efforts on the above. - agreed

**From:** (redacted)

**Sent:** 09 November 2020 11:48

**To:** (redacted)

**Cc:** (redacted)

**Subject:** RE: Twisting Rules PR Brief

Hi (redacted)

Please find attached our response to the brief. As discussed with (redacted) it's a menu of ideas at this stage and we'll cost these up once we get your initial thoughts

on them. We're more than happy to chat this through too if you let us know when suits.

Also just to keep you in the loop we have audio from three male vox pops (two young people and one 65+) which is with Bauer for editing and we have a couple of female volunteers in mind too and we're just following up with them today, so we'll keep you in the loop on this.

Kind regards,  
(redacted)

**From:** (redacted)  
**Sent:** 05 November 2020 16:36  
**To:** (redacted)  
**Subject:** Twisting Rules PR Brief

Hi There

Please find attached the PR brief for Twisting the Rules. You have already delivered the launch element and working on the Vox Pops so the key element we would like you to consider is the piece about how we help compliance through helping people say no. There is some information in there from (redacted) and I've attached a paper he shared as well (don't share wider).

Basically the purpose of this work is to provide people with the support they to respond to scenarios when friends or colleagues break the rules e.g. going to give a handshake or hug, inviting people over etc. We know people feel embarrassed and just go with it. The idea here is to give people some alternative responses/tactics to given situations. Equipping people with what they need and not feeling bad about it.

We would really appreciate your feedback on this by Monday if possible? We wondered if you thought it had legs for media as well as social. Social films immediately sprang to mind but of course it is how we distribute them.

(redacted) will call tomorrow to chat it through. Who is best for (redacted) to liaise with?

(redacted)