

## Document 1

**From:** [redacted]  
**Sent:** 22 December 2023 09:54  
**To:** [redacted]; [redacted]; [redacted]; [redacted]; Brian Dornan;  
[redacted]; [redacted]; [redacted]; [redacted]; [redacted]  
**Cc:** [redacted]; [redacted]; [redacted]  
**Subject:** RE: By 11am - BANS tweets

Hi [redacted], I've had a look, as other colleagues are likely away, and these look fine to me, although the bullets on the social security tweet have gone awry and need adjusting.

I can't really comment on the Net Zero tweet unfortunately as I've not been keeping up with the sensitivities – hopefully [redacted] or Brian will be online later to check.

Cheers

[redacted]

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[redacted]/ Future Scotland Lead, Constitutional Futures Division  
e: [redacted]@gov.scot - m: [redacted]- [redacted]

From: [redacted]< [redacted]@gov.scot>  
Sent: Friday, December 22, 2023 9:33 AM  
To: [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; Brian Dornan <Brian.Dornan@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>  
Cc: [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>  
**Subject:** By 11am - BANS tweets

Colleagues – I would welcome views on the tweets (particularly the NZ one) by 11am please. I'll be sending to Ministers for info by the end of today but I still need to put it round to others for clearance.

 [Social media comms plan - BANS series.docx](#).

Thanks,

[redacted]

[redacted]

News | [redacted]

Constitution, External Affairs and Culture Communications

The Scottish Government, St Andrew's House, Edinburgh  
Mobile: [redacted] | Portfolio media enquiries: 0300 244 9029  
[www.gov.scot/news](http://www.gov.scot/news)



**From:** [redacted]

**Sent:** Thursday, December 21, 2023 12:43 PM

**To:** [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; Brian Dornan <Brian.Dornan@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

**Cc:** [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

**Subject:** RE: For review by 17:00 BANS script

Hi [redacted] – grateful for an update on this please – keen to get the posts around to clear.

[redacted]

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[www.gov.scot/news](http://www.gov.scot/news)



**From:** [redacted] <[redacted]@gov.scot>

**Sent:** Wednesday, December 20, 2023 3:54 PM

**To:** [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; Brian Dornan <Brian.Dornan@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

**Cc:** [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

**Subject:** RE: For review by 17:00 BANS script

Taking some soundings on the Net Zero one [redacted] given work ongoing to develop position on oil and gas an assemble evidence for NZ paper

[redacted]

**From:** [redacted] <[redacted]@gov.scot>

**Sent:** Wednesday, December 20, 2023 3:44 PM

**To:** [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; Brian Dornan <Brian.Dornan@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>;

[redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>  
Cc: [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

**Subject:** RE: For review by 17:00 BANS script

Thanks [redacted]. I'll take a look at Tom's edits before considering yours. The tweet itself mentions a few of the other papers – but the suggestion you've made will add another 20 or so seconds to the video – which is already running at over a minute and a half. So we need to be mindful that people won't usually watch a video that is more than a minute – so we want to keep it as short and concise as possible.

I'd welcome views on the tweets before we start to take them through clearance. I'll be sharing them with our DD for views too.

As I mentioned – for most of the tweets, we're reusing previously published content. But we have created a few new ones using language from papers and press releases.

[redacted]

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[www.gov.scot/news](http://www.gov.scot/news)



From: [redacted] <[redacted]@gov.scot>

Sent: Wednesday, December 20, 2023 11:21 AM

To: [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; Brian Dornan <Brian.Dornan@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

Cc: [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

**Subject:** RE: For review by 17:00 BANS script

[redacted]

Hi [redacted]

Apologies for missing your deadline last night.

I know SpAds are coming back on the spad clearance thread with their own comments on the script. Just to say that it looks fine to me, my only suggestion was that the opening description of the papers doesn't necessarily focus on the big hitters – it currently says:

So far we've published papers covering topics like citizenship, creating a modern constitution and the marine sector

I wondered about revising to something like below? Maybe too much so happy for it to be edited down.

So far we've published nine papers in the series. These cover topics like - Scotland's economy under independence; how migration and citizenship would work in an independent Scotland; our proposed modernised constitution; and how the social security system will protect everyone who needs that support. We've of course also covered the vital need for Scotland to rejoin the EU, and our proposals for the marine sector.

One quick Q on the wider engagement plan (which looks great by the way) – is the proposal for the new tweets to go through clearance as usual? The one that jumped out at me as needing checked was the net zero one - @ [redacted] will wish to offer a view (but I think we may want to soften the language).

[redacted]

.....  
**[redacted]**

Constitutional Futures Division

[redacted]

*Mondays, Tuesdays, Thursdays and Fridays*

From: [redacted] <[redacted]@gov.scot>

Sent: Tuesday, December 19, 2023 3:28 PM

To: [redacted] <[redacted]@gov.scot>; Brian Dornan <Brian.Dornan@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

Cc: [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>; [redacted] <[redacted]@gov.scot>

**Subject:** For review by 17:00 BANS script

Hi all,

We've pulled together a plan of social media activity for all portfolios over the festive period – [Social media comms plan - BANS series.docx](#).

This will begin with a video from Mr Hepburn setting out what BANS is and pulling out some key info. We've pulled together a script based on language from previously issued content. [BANS script.docx](#)

Are you content with the script?

Thanks,

[redacted]

[redacted]

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**Constitution, External Affairs and Culture Communications**

The Scottish Government, St Andrew's House, Edinburgh


Mobile: [redacted] | Portfolio media enquiries: 0300 244 9029

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We've pulled together  [comms plan](#) on a suite of posts for X – starting from later today – to highlight key messages from BANS papers. This will be published across the various portfolio channels.

The plan was to introduce this with a video from Mr Hepburn but he we have had to reschedule the recording – so this has been moved to later in January.

I shared this earlier in the week and would welcome a SpAd view on the content – it's all based on language from previous tweets.

We're going to send this up to Ministers for information at 15:00 but I need to clear it on our side so I'd welcome a view by 14:00 please.

Thanks,

[redacted]

[redacted]

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[www.gov.scot/news](http://www.gov.scot/news)









Finance <CommunicationsDFMandFinance@gov.scot>; Communications First Minister  
<CommunicationsFirstMinister@gov.scot>

**Subject:** FOR AWARENESS: Social media comms plan - BANS series

**PO/ Minister for Independence**

**CC**

**Cabinet Secretaries and Ministers for info**

**Permanent Secretary**

**as above**

For Mr Hepburn's awareness, we've pulled together a suite of social media posts to issue across SG portfolio channels over the festive period. As we previously discussed with the Minister, the aim of the posts is to pull out relevant key messages across all portfolios from the published BANS papers.

The posts have been drafted from previously issued and cleared content (news releases, X posts and the papers themselves). Officials and SpAds are content and we'll start to schedule the content now.

We'll be in touch in January to set up some time for recording the video from Mr Hepburn setting out some background information on the BANS series.

Best,

[redacted]