Content planning and development

People are consuming more content than ever, with more time at home browsing the internet for news, current trends, and inspirational stories. The Content team in collaboration with teams across VisitScotland has been working to develop suitable content ideas to support your business and to inspire our potential visitors.

Although we want to continue to publish content throughout this pandemic, we’ve been mindful throughout about how we speak to people, and that we take into consideration how much this crisis has impacted different people across the world.

With this in mind, we wanted our first major piece of content to really show our love for the world, and acknowledge their love for our country – which we appreciate every day! Our video – Absence Makes the Heart Grow Fonder – has been viewed over 1 million times across the world in the first two weeks. Now we’ve put our heart on our sleeve, we’re ready to get back to work and see how many people we can help.

For practical advice on how to engage with your customers on digital channels, visit our Sharing Content during Covid-19 section.

Phase 1: Lockdown - Ongoing

During Phase 1: Lockdown, we’re finding ways to keep Scotland front of mind, but also supporting people with a focus on health and wellbeing. Many businesses are offering virtual experiences of their attractions, this time of year is great for watching wildlife on webcams and as we know, Scotland’s never far from a TV screen, radio or bookcase!

Keep an eye on visitscotland.com/blog for new blog posts, and the Holidays & Breaks webpage, which we’re using as our main hub for inspirational lockdown content.

We’re currently featuring:

• Ways to enjoy Scotland at home – TV, film, books, music, podcasts and more
• Virtual experiences – historical attractions, wildlife webcams and more
• Activities for the kids
• Scottish culture – ceilidhs, Scots words and virtual events

FROM OUR HOME TO YOURS – SEE SCOTLAND VIRTUALLY

Steve Duncan - April 1, 2020

Although it’s not possible to come to Scotland at the moment, thanks to the wonders of modern technology, you can still see...

SCOTTISH ORIGAMI FOR KIDS – MAKE THE LOCH NESS MONSTER

Maire Scobie - March 31, 2020

While we all love getting outdoors and exploring the wild and incredible scenery of Scotland, now is the time we...
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Phase 2: Early recovery

For the second phase, we’ve been researching how lockdown may be lifted. We’re planning for a number of different possibilities, but focusing mainly on the potential of local travel restrictions being lifted, which could allow people to venture slightly further within Scotland for their daily exercise, with a number of small businesses beginning to open up again.

We will focus initially on a days out message, and continue to talk about health & wellbeing as an important factor in any trip. We expect this content will only be used by Scots in the first steps of this phase.

Phase 3: domestic Movement

Phase 4: international Movement

Planning for these phases will be getting underway shortly, but we expect to be returning more towards our initial plans for the year, on areas such as holidaying at home for a UK audience, health & wellbeing and slow tourism.