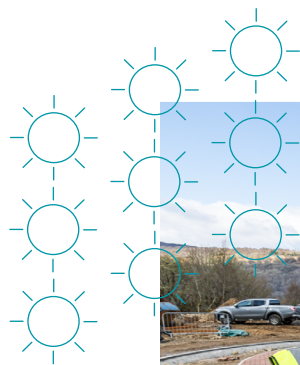


# SSE Community Benefit Funds

## Communication Toolkit

### **Congratulations on receiving funding.**

Your project has been recognised for the positive difference it makes and the potential it holds to enrich and empower the community. We hope this contribution helps you continue your valuable work and deepen your impact.

Through SSE's community investment programme, we provide financial support to a wide range of community projects near our assets. For more than 20 years, we have funded community initiatives that deliver lasting benefits. Today, these funds distribute millions of pounds annually and are co-designed with community representatives.

To help you make the most of your funding, we have created a toolkit full of useful resources—from sample social media posts and branded materials to guidance on sharing your story for maximum reach. Use it to highlight your achievements, celebrate your success, and showcase your involvement in the Community Benefit Fund.

**We can't wait to see what you accomplish next.**

# Tell your community about your project

## Example social media posts

Social media is a great way to share your story, celebrate your achievements, and connect with your community. Platforms like Facebook, LinkedIn, X, and Instagram make it easy to showcase your project, thank your supporters, and spread the word about your impact.

To help you get started, we've included a few example posts below. Feel free to copy them, tweak them, or make them your own so they sound just like your group's voice.



We're excited to share that our project has received funding support from [@SSE's](#) Community Benefit Fund!

This funding will help us (describe outcome, e.g., reduce carbon emissions, create new jobs, improve our club house, provide educational support) and make a real difference in our community.

It's fantastic to see projects like ours benefit from this support, and we're grateful to [@SSE](#) for helping make it happen.

 (Include an image of the project, future site or branded asset provided by SSE).



 Exciting news! Our project has received funding from SSE's Community Benefit Fund!

This support will help us [describe outcome, e.g., improve our club house, provide educational opportunities, create jobs] and make a real difference in our community.

A huge thank you to [@SSE](#) for supporting projects like ours! 

[#CommunityImpact](#) [#SSECommunityFund](#)



Great news! Our project has received funding from [@SSE](#) Community Benefit Fund! 

This support will help us (describe outcome) and make a real difference in our community.

[#CommunityImpact](#) [#SSECommunityFund](#)



We're thrilled to share that our project has received funding from SSE's Community Benefit Fund! 

This will help us (describe outcome) and bring real benefits to our community.

Massive thanks to [@SSE](#) for helping make this possible!

 (Optional: attach photo of your project or team)

[#CommunityImpact](#) [#SSECommunityFund](#)

# Branded materials to elevate your visibility

SSE are proud to support your project! Our branded assets are designed to help your project shine. From logos to social media templates, these resources make it easy to create a consistent and professional look when promoting your work.

Contact your Community Investment Manager to get copies of our logos and assets.

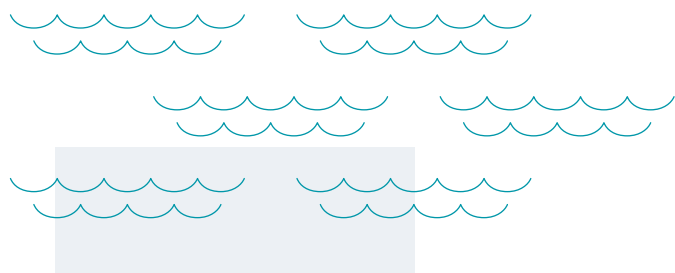
## Photography Guidelines: ensuring optimal image quality

To capture high-quality images, please ensure that your iPhone or Android device is configured with the most appropriate camera settings. We recommend consulting device-specific resources, such as online forums or video tutorials.

**When taking photographs, please follow these best practices:**

- **Composition:** Ensure the scene is free of unnecessary clutter. Position the subject clearly and apply techniques such as the rule of thirds to create visually balanced images.
- **Lighting:** Natural light is preferred where possible. Avoid locations that are too dark or overly bright, and be cautious of shadows or glare that may obscure details.
- **Focus and Stability:** Confirm that your device is focused on the subject. Hold your phone steady or use a tripod to minimise motion blur.
- **Orientation:** Use landscape mode for wider scenes or group photos, and portrait mode for individual subjects to optimise framing.
- **Background:** Choose a relevant but non-distracting background to maintain the focus on the subject.
- **Resolution:** Always capture images at the highest resolution available on your device to ensure sharpness and quality, particularly for printed or large-format use.

Additionally, please ensure that GDPR-compliant consent is obtained from all individuals appearing in the photographs. A consent form template is available from your Community Investment Manager. Once completed, please submit a copy of the form to your Community Investment Manager.



# Sharing your news

## Media releases and messaging

Local media are often interested in positive stories and updates about community projects, especially those involving funded initiatives. To help you share your news effectively, we've provided key messages and a press release template that can be easily adapted for your announcements. If you need help identifying local press contacts, please reach out to our media representative.

For best results, tailor your messaging to highlight your project's community impact, include meaningful quotes from participants or partners, and provide high-quality photos. It's also recommended to distribute your release at key project milestones and follow up with media outlets to ensure receipt.

### Key Messaging

- The SSE Community Benefit Funds support communities across the UK and Ireland, helping to enhance lives, retain young talent, and build stronger, more resilient communities.
- This funding offers a valuable opportunity to advance projects like ours, making a significant difference to what we can achieve.
- We are proud to be part of the many initiatives supported by the Fund, delivering impact at local, regional, and national levels.
- With this support, we have been able to [reduce emissions by X / employ X people / provide scholarships for X people / deliver X new resources].
- Everyone has a role to play in achieving net zero, and the SSE Community Benefit Fund empowers us to make a positive and lasting social impact.

### Need support?

Please contact your nominated **Community Investment Manager** or contact:  
[communityfundsupport@sse.com](mailto:communityfundsupport@sse.com)

#### Media and press enquires:

Email our media team at [media@sse.com](mailto:media@sse.com)

