



Talking Points

# Partner marketing toolkit

[www.eastrenfrewshire.gov.uk/Talking-Points](http://www.eastrenfrewshire.gov.uk/Talking-Points)

# Introduction

Talking Points is a community hub that offers the people of East Renfrewshire informal support with all areas of their health and wellbeing.

It now has over 60 organisations involved as partners. Each has their own specialist area, making sure our residents get the right support at the right time.

To help all partners promote Talking Points, continue to build a strong brand and ensure consistency of messages, this marketing toolkit has been created.



# Help us promote Talking Points by:

- Following us on Facebook  
[www.facebook.com/talkingpointseastrenfrewshire](http://www.facebook.com/talkingpointseastrenfrewshire)
- Share our content on your social media channels (feel free to share from Facebook directly)
- Change your social media cover image (even if just temporarily)
- Post your own content on social – use any of the GIFs, images, text in this toolkit
- Include Talking Points in your newsletter and any web news stories
- Send a press release to local media – template in the toolkit
- Print and distribute the flyer and poster where relevant.

You can download all Talking Points assets from the Talking Points Microsoft Teams file. If you do not have access to this contact [Alan.Stevenson@eastrenfrewshire.gov.uk](mailto:Alan.Stevenson@eastrenfrewshire.gov.uk)

# The creative approach

The new assets that have been developed by East Renfrewshire HSCP are eye catching and striking.

The creative brief for this work was based on data gathered about the most common reasons people have used Talking Points. Initially we have used the top 10 enquiries to inform the type of imagery used, suggested text for social media posts (below) and for the text we have used on flyers and posters.

While we do not want to reduce enquiries about other topics people may need support with, marketing best practice and evidence tells us that when you try to appeal to everyone, you risk being meaningful to no one.

This approach means we can start to build an understanding of what Talking Points is more widely and can adapt and expand this as awareness and enquiries to the hub increase. The hope is that if someone sees a post that mentions something specific like *“If you need help with dementia”* they will be more inclined to share this with someone who may need support with having or caring for someone with dementia, rather than a more generic approach.

The creative itself nods to the Talking Points logo by incorporating a speech bubble design that promotes the good conversation approach that makes Talking Points uniquely placed to support people to get the right help from the right place.

The colour palette is bold which aims to stand out on social media timelines that can often be over saturated.

A range of assets with varying approaches have been made in a bid to suit the wide range of partners involved in Talking Points and to explain clearly and simply what Talking Points is:

- **A suite of text free images created that would complement a range of different posts but each either nods to an area of health and wellbeing people may need help with (based on the top 10 types of enquiries) or with a “contact us” emphasis**
- **Imagery that uses testimonials that promote the positive outcome of contacting Talking Points**
- **Social media assets that organisations can use to identify themselves as a Talking Points partner**
- **GIFs that explain what Talking Points is in a quick and colourful way.**

# Key messages

- We are a proud Talking Points partner
- Talking Points helps people in East Renfrewshire get the right support and advice about their health and wellbeing from the right place
- In one call to Talking Points you can reach over 60 organisations who have come together to help you with any questions about your health & wellbeing
- If you don't know who to turn to, turn to Talking Points
  - If you have a question about anything related to your health and wellbeing and don't know where to turn, contact Talking Points which is a community hub that can help you get the information you need to live life to the fullest
  - Talking Points has helped hundreds of people find the right support from the right place
  - Whether you have a question about Dementia support, Mental health, Housing, Money advice, Community groups, Being a carer or anything and everything in between, Talking Points can help
  - To contact Talking Points call 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)



# Social media

Examples posts with images

In one call to Talking Points you can reach over 60 organisations, including ourselves, who have come together to help you with any questions about your health & wellbeing. **Call 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)**

"We're a proud Talking Points partner"

Talking Points

Don't know who to turn to?

Turn to us

Talking Points

If you have a question about your health and wellbeing (or a loved ones) but aren't sure where to turn to, turn to Talking Points. TP is a community hub of over 60 organisations who can help you get the information you need to live your life to the fullest. **Call 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)**

Dementia support, Mental health, Housing, Money advice, Community groups, Being a carer if you have a question about any of these topics – or anything else related to your health & wellbeing Talking Points can help **Call 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)**

Turn to us

Talking Points



Turn to us

Talking Points

Aids & adaptations can help you continue to live life to the fullest. If you think you'd benefit from these & are not sure where to start, **contact Talking Points for more information call 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)**

Talking Points has helped hundreds of people find the right support from the right place. They helped Mrs B find activities & groups to help her live well at home. If you think Talking Points could help you **call 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)**

"Thank you for your informative and courteous first contact with impressive list of Care and Recreational possibilities ... [it will] enable my ongoing Independence as I enter this new phase in my Life." Mrs B

Talking Points

# 3 GIFs

(upload as MP4 on your channels)

# A4 poster

(high res PDF)

# A5 flyer

(double sided high res PDF)

1



2



3



## Don't know who to turn to? Turn to Talking Points

Get free, impartial, non-judgemental advice on anything related to health and wellbeing

Make one call and you can reach over 60 organisations, including East Renfrewshire Health and Social Care Partnership (HRSCP), who are equipped to help you so you can live your life to the fullest

- ✓ Being a carer
- ✓ Housing
- ✓ Staying fit & active
- ✓ Dementia support
- ✓ Mental health
- ✓ Feeling isolated
- ✓ Money advice
- ✓ Finding work
- ✓ Domestic abuse

And anything & everything in between

"I hadn't heard of Talking Points, but... I had an excellent conversation and got some advice on how to get help with my mental health. I got everything I needed and I'm feeling much better now." - Mrs J.



Talking Points 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)

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## Don't know who to turn to? Turn to Talking Points

Get free, impartial, non-judgemental advice on anything related to health and wellbeing

If you're not sure who to turn to for advice or want an informal chat about how to get help for any area of health and wellbeing related to yourself or a loved one - Talking Points can help.

In one call to Talking Points you reach over 60 organisations, including the East Renfrewshire Health and Social Care Partnership (HRSCP), who work together to help you get the information you need quickly, so you can live your life to the fullest.

The Talking Points staff will either help you directly or will signpost you to the right health and social care service, organisation or group who can.



Talking Points 0141 876 9555 or email [talkingpoints@eastrenfrewshire.gov.uk](mailto:talkingpoints@eastrenfrewshire.gov.uk)

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## Talking Points can help you with questions about:

- ✓ Being a carer
- ✓ Housing
- ✓ Staying fit & active
- ✓ Dementia support
- ✓ Mental health
- ✓ Feeling isolated
- ✓ Money advice
- ✓ Finding work
- ✓ Domestic abuse

And anything & everything in between

"Thank you for your advice and support. I had an excellent conversation and got some advice on how to get help with my mental health. I got everything I needed and I'm feeling much better now." - Mrs J.

"I've been feeling really stressed and overwhelmed lately. I've been struggling to get on top of my work and I'm finding it hard to sleep. I've been thinking about taking a break from work, but I'm not sure if that's the best option. I've been thinking about taking a break from work, but I'm not sure if that's the best option." - Mrs J.

"I hadn't heard of Talking Points, but... I had an excellent conversation and got some advice on how to get help with my mental health. I got everything I needed and I'm feeling much better now." - Mrs J.

"Talking Points helped me get a copy of my will from the bank for the first time. I had to go to the bank every week, and I found it really helpful to have it all in one place. Thank you for helping me." - Mrs J.



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To download all assets go to the  
Talking Points Microsoft Teams files.

**If you have any enquiries about the toolkit or any of the  
marketing materials, contact:**

Kirsty Ritchie, East Renfrewshire HSCP, Senior Communications  
and Campaigns Officer, [Kirsty.Ritchie@eastrenfrewshire.gov.uk](mailto:Kirsty.Ritchie@eastrenfrewshire.gov.uk)

**For any general enquiries about Talking Points or to get access  
to the TP Microsoft Teams files contact:**

Alan Stevenson, East Renfrewshire HSCP, Talking Points Coordinator,  
[Alan.Stevenson@eastrenfrewshire.gov.uk](mailto:Alan.Stevenson@eastrenfrewshire.gov.uk)