SCOTTISH GOVERNMENT LANDING PAGES

of Scotland



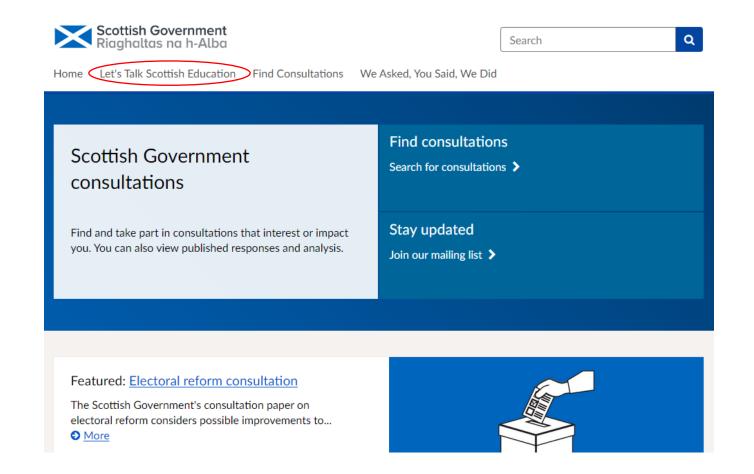
WHAT IS A LANDING PAGE FOR US?

A landing page is a:

- bespoke digital public engagement page for a policy area on the consultation hub
- host for a collection of simultaneous digital engagement activities for a short, time limited period
- non-permanent place for information and media related to the engagement activity
- central place / URL to direct all media and publicity during the engagement period

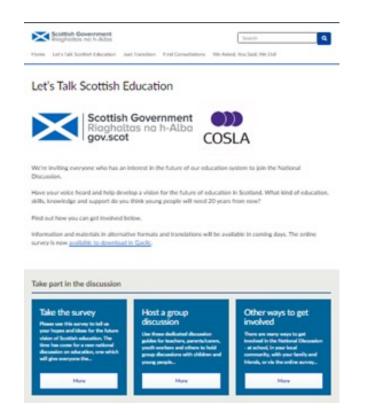


WHERE DOES A LANDING PAGE LIVE?





NATIONAL DISCUSSION ON SCOTTISH EDUCATION





Why are we having a National Discussion?

There is some great learning taking place in Scottish education. Here are just some success stories.



There is excellent work taking place in education across Scotland, supporting our learners to reach their potential.



NATIONAL DISCUSSION ON SCOTTISH EDUCATION

The page hosted:

- an online survey to share your thoughts
- a suite of downloadable toolkits for teachers, communities and parents to use in delivering a group engagement session
- a feedback form for teachers, communities and parents to complete with the outcomes of their group engagement session
- video content explaining the discussion in English and British Sign Language, and written content on the background to the work
- links to translations of the survey in multiple languages



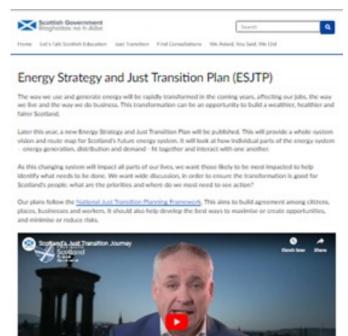
NATIONAL DISCUSSION ON SCOTTISH EDUCATION

The responses from the engagement are still being analysed but we are pleased with the results:

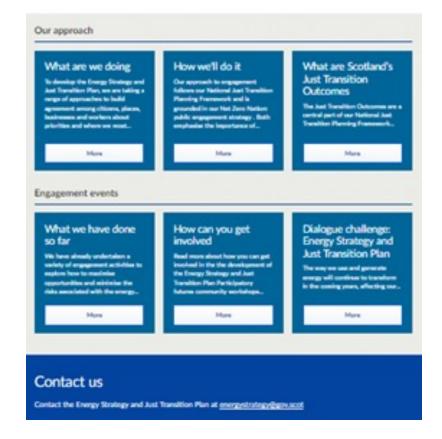
- 22,359 unique page views during the live period
- 5,500 responses to the National Discussion on Scottish Education survey on Citizen Space
- 197 feedback forms from group engagement sessions on Citizen Space



ENERGY STRATEGY AND JUST TRANSITION PLAN









ENERGY STRATEGY AND JUST TRANSITION PLAN

The page hosted:

- a linked Dialogue crowdsourcing activity
- series of public engagement and stakeholder engagement events running during the live period
- Online survey for energy sector workers
- video welcome and explanation from Just Transition Minister
- background content on the National Just Transition Planning Framework and public engagement strategy



ENERGY STRATEGY AND JUST TRANSITION PLAN

After the closing date there had been:

- 1,901 page views during the live period
- 75 ideas generated by the Dialogue crowdsourcing activity
- 17 public engagement workshops, including with CEMVO and with communities living near nuclear sites
- 1,000 responses to a survey from energy sector workers

The work has informed the current consultation on a draft Energy Strategy and Just Transition Plan and new public engagement activities are being planned and delivered.



WHAT WE ASK OF TEAMS

To ensure that teams are prepared for the amount of work involved we ask them to be prepared for the following:

- develop content management and communications plans
- respond to our emails
- share draft content
- organise promotions and any translation work in good time ahead of launch
- read and act on our guidance and recommendations
- take part in training on how to manage the platform

They also need to genuinely have multiple engagement fronts!



OUR OFFER

To help teams along we offer:

- an inception meeting to first discuss the project
- we liaise with Delib on their behalf
- provide quality assurance and training
- create the activities for their landing page
- update their main page with content updates
- provide access to analytic data
- be responsive to their asks

