

## Stay in Scotland Campaign

The Scottish Government has launched a new EU Citizens in Scotland campaign which aims to ensure all EU Citizens know how to prove their immigration status, and to outline further support to EU Citizens living in Scotland following the deadline for applications to the EU Settlement Scheme.

The main purpose of the marketing activity is to:

- Help EU citizens understand how to use the 'view and prove' service
- Direct vulnerable citizens to support services

The Scottish Government marketing activity will run on digital and social from 17 January until 3 February 2022 and the campaign creative maintained the same look and feel to previous Stay in Scotland campaigns to ensure our target audience recognises this is ongoing support for EU citizens. Promotion should drive traffic to [www.mygov.scot/help-eu-citizens](http://www.mygov.scot/help-eu-citizens) and refers to the Citizens Advice Scotland helpline for further support.

### How You Can Help

- We would appreciate your support in amplifying the message across your social channels, and include the hashtags #WeAreScotland.
- Please find below two graphics that can be used for your own social channels.
- Suggested post copy:
  - Are you an EU citizen living in Scotland? Scotland is your home and support is available to help you access your digital profile. Visit [www.mygov.scot/help-eu-citizens](http://www.mygov.scot/help-eu-citizens) for support.

Any re-tweets of our Stay in Scotland post on @scotgoveurope would also be much appreciated.

### Stakeholder Assets

A printable poster detailing how to access the digital profile to view/prove status is also available [here](#).

If you have any questions on any of the above please don't hesitate to get in touch.

Many thanks,  
Rachel Cięciwa

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\*Please note that I do not work Tuesday or Wednesday afternoons.



# EU CITIZEN LIVING IN SCOTLAND?

**THIS IS YOUR HOME  
AND WE WANT YOU TO STAY**

**#WEARESCOTLAND**



Scottish Government  
Riaghaltas na h-Alba  
gov.scot