



LGBT History Month 2018: Participation Guide

LGBT History Month takes place in February each year. At its heart, it's an opportunity to celebrate LGBT life and culture and to recognise the achievements of LGBT people and communities.

LGBT History Month is for everyone: community groups, organisations, individuals, activists, service providers, LGBT and non-LGBT people alike. Importantly, LGBT History Month is a great opportunity for local authorities, businesses and third sector organisations to show their support for LGBT people.

The theme for 2018 is...

To tie in with the Scottish Government's Year of Young People 2018, our theme for LGBT History Month is "*When We Were Young*". This has a wide range of interpretations and we hope that it can serve as a jumping-off point for contributing. Don't let it restrict you – we encourage you to run with it in any direction that interests you, or to ignore it entirely.

Perhaps you want to look at previous generations of LGBT young people and how experiences have evolved over the years. Or perhaps it's about bringing together the young and the young-at-heart to celebrate the ways in which Scotland has changed.

Host an event

LGBT History Month is mostly celebrated through events of many different shapes and sizes. We can support your events by promoting them widely through the LGBT History Month Scotland website, sharing information on our social media channels and distributing LGBT History Month promotional posters.

For more information on planning events go [here](#).

Using the LGBT History Month Website:

www.lgbthistory.org.uk

The LGBT History Month website is the best place to get your event seen. It's featured on all of our posters (which are displayed in many relevant locations across Scotland) and all of our social media output will link back to it. If you'd like to submit information to be promoted on the site, use our [online form](#) or [email us](#) directly.

It's essential that you [email](#) us a high-resolution photo or graphic for the event listing in either JPEG or PNG file format.

If you think your event would benefit from more information on our website that is less restricted by the demands of an event description, you can write a *blog post*. To discuss further, get in touch via [email](#) or take a look at our [blog page](#).

Using social media

In the run up to (and during) February, we use Facebook and Twitter across both our LGBT History Month and LGBT Youth Scotland accounts to shout about your events. That's a combined audience of over 20,000 Twitter followers and 10,000 Facebook followers who could discover your event online.

In order for us to promote your event effectively, please email a short and enticing summary of your event (remember the 280 character limit

for Twitter) and a high resolution image¹ to accompany it. Be aware that we may edit this content for readability or suitability.

If you have an established social media presence, please also advertise your event there and be sure to tag **@LGBHistoryScot** in your Twitter posts. That way, we will be notified about your post and can then retweet it promptly to our followers.

If your event is youth-orientated, you could benefit from tapping into the *Year of Young People 2018* communications by tagging **@YOYP2018** or **#YOYP2018**.

Tickets and booking

You may find it useful to use Facebook's **Events** functionality to gauge potential numbers of attendees, or you might prefer to use a ticketing platform to do this more formally, like [Eventbrite](#) (free to use if your tickets are free) or [Eventsmart](#) (free to use with advertising).

We can add the link to this on your entry on the History Month website.

¹ High Resolution Images = 810x450 pixels for Facebook, 1024x512 pixels for Twitter

Get involved

Although History Month is mainly celebrated through events; there are lots of other ways in which you can lend your support to LGBT History Month.

Share information on your social media

We want to create a buzzing social media landscape in and around February, and your input here is invaluable. One of the best ways to find out what is happening is to make sure you follow our Facebook and Twitter accounts.



@LGBTHistoryScot



LGBT History Month Scotland

If you can, share, re-tweet and like other people events. This would really help to raise awareness of LGBT History Month in Scotland and promote events to a wide audience. Tap into the wider Twitter conversation during February using the hashtags:

#WhenWeWereYoung and **#LGBTHistoryMonth**

You may also want to use your social media to share facts and stories about LGBT history in Scotland. We produced a poster that is packed with interesting facts about the timeline of progress in Scotland – feel free to use these in your own channels. Download it [here](#).

Take time to make your social media output relevant to your interests or the work that you do as an organisation - it can make the messages more meaningful.

Celebrate Purple Friday

On the last Friday of History Month celebrate Purple Friday - a day to stand against homophobia, biphobia and transphobia and show our support for LGBTI equality.

The theme for 2018 is **#EverydayHero**, shining a spotlight on the smaller gestures that friends and allies can make in their daily lives to make LGBT people feel valued and included. You can download our PDF Participation Guide for Purple Friday [here](#).

In Scotland, Purple Friday is in support of LGBT Youth Scotland and we ask you to take action; stand for equality and inclusion, and help make Scotland the best place for LGBTI young people to grow up.

We encourage you to wear purple, buy badges or share stories and anecdotes on social media about what your organisation does to support LGBTI people. Videos and images will really enhance this.

Here's one example to inspire you:



About LGBT Youth Scotland

LGBT Youth Scotland is the largest youth and community-based organisation for LGBTI people and co-ordinates LGBT History Month in Scotland.

LGBT History Month is delivered by community groups, volunteers and other organisations. We would like to thank them for their support and contributions to LGBT History Month in Scotland.

Unfortunately, as a small charity, we can't provide funding for delivering events. We recommend working in partnership and sharing resources with others. Local businesses and venues may also be willing to support the event. A free venue, in particular, can go a long way towards making your event happen.

If you have resources or a venue that can support LGBT History Month or a local group who want to run an event, please [email us](#) and we can share this information with others.



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