

Scottish Women and Girls in Sport Week 2022

WHAT

2022 marks the sixth year we have celebrated the Week. The Week provides an opportunity to increase visibility of women and girls in sport and physical activity, showcase partnerships, raise awareness of the barriers and highlight the many health benefits it can bring.

THEME

Visibility & Partnerships

WHEN

Scottish Women and Girls in Sport Week is being held from Monday 3rd October - Sunday 9th October 2022.

KEY CENTRAL ACTIVITIES HAPPENING DURING THE WEEK

- Showcasing women and girls projects across Scotland
- Promoting Active Girls Month in association with **sportscotland**
- Ministerial engagements
- Scottish Women and Girls in Sport Week on Life Matters

SOCIAL MEDIA

Building on the success of last year, we continue to use #SheCanSheWill across our digital channels.

We would like to invite you to join in and follow the conversation by sharing your own content on social media using #SheCanSheWill to highlight the importance of increasing visibility and partnerships to remove barriers, support and encourage women and girls' participation in sport and physical activity.

Content could include narrative, short films, blogs, vlogs, photos and videos.

KEY MESSAGES

You might like to use the following key messages in any relevant communications channels with colleagues, partners and the public. This can include publications, websites, newsletters and social media. The key messages around the theme of the week are:

1. *Importance of increasing visibility and partnerships to remove barriers, support and encourage women and girls' participation in sport and physical activity.*
2. *Increased visibility of women and girls in sport and physical activity so that more women and girls are inspired to be more active and connected.*
3. *Value in partnership working to bring together expertise, share knowledge and resources to support women and girls to engage in sport and physical activity.*

ACTIFY

We will again be working in partnership with Actify, an online platform that hosts a range of digital content, through the use of hubs designed to provide information on how people can become more active, more often.

We will continue to use our dedicated [Scottish Women and Girls in Sport Week hub](#) on Actify to continue to share useful resources.

DIGITAL CHANNELS

The hashtag for Scottish Women and Girls in Sport Week 2022 is **#SheCanSheWill** partners should use this to join the conversation. We will be using the following key digital channels to promote the week:

- Twitter **@ActiveScotGov**
- Website **www.actify.org.uk/swgsw**

OUR ASK OF YOU

We want to continue to shine a light on the ways in which women and girls are participating in sport and physical activity, and how this benefits their physical, mental and social health. Engaging partners across Scotland – both those sporting and non-sporting – is key to this.

This year we are looking for your support to continue to broaden the reach and impact of the Week across social media channels by sharing:

- *Content on Twitter using **#SheCanSheWill** to highlight the importance of increasing visibility and partnerships to remove barriers, support and encourage women and girls' participation in sport and physical activity. Content could include narrative, short films, blogs, vlogs, photos and videos.*
- *The toolkit of assets with your network to create content to be shared during the Week.*
- *Plans you have for the Week which we can add to our activity grid.*

CONTACT:

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We look forward to you joining us to celebrate Scottish Women and Girls in Sport Week 2022!

Active Scotland