



CAMPAIGN TOOLKIT

ABOUT THE CAMPAIGN

This autumn Saving Scotland's Red Squirrels (SSRS) is calling on people all over Scotland to take part in the Great Scottish Squirrel Survey. Between 23-29 September (National Red Squirrel Week) we want to see more people than ever get outdoors, explore nature and keep a lookout for both red and grey squirrels.

Squirrel sightings should be recorded on the SSRS website, scottishsquirrels.org.uk.

Why do we need this data?

SSRS has been collecting public squirrel sightings since 2010, and last year we received a record-breaking 8393 verified sightings. The data not only improves our understanding of how squirrel populations are changing over time, it also helps our team take direct conservation action on the ground.

Red and grey squirrel sightings reported during the Great Scottish Squirrel Survey will enhance our knowledge by providing a detailed snapshot of the current situation.

Why should people take part?

Reporting a squirrel sighting is one of the simplest things that anyone in Scotland can do to help protect red squirrels. It can also act as a gateway to wider engagement with the project and red squirrel conservation as a whole – many of our most dedicated volunteers started out as keen squirrel spotters.

Red Squirrel Week (23-29 September) is the ideal time for a nationwide squirrel survey. Not only will red squirrels feature more prominently in the press and social media, it's also a fantastic time of year for squirrel spotting. In autumn squirrels are often more visible than usual as they busily gather food, preparing themselves for the colder months ahead.

The Great Scottish Squirrel Survey is an opportunity to raise awareness, boost engagement and collect real, valuable data. Participants in the Survey will be doing a small act to help protect one of Scotland's most iconic yet threatened species, while joining in a mass citizen science event.

When will we find out the results?

Each sighting we receive is verified by a member of our team before being included in the Scottish Squirrel Database and added to our online sightings map. We anticipate that the data collected during the Great Scottish Squirrel Survey will be verified, collated and published before December 2019.

GET INVOLVED

There are a number of ways your organisation or community group could get involved in the Great Scottish Squirrel Survey. For example, by helping us promote the campaign or by co-hosting a Great Scottish Squirrel Survey event with us.

Why not organise a group trip to a well-known squirrel stomping ground? Or, even better, an area of ideal squirrel habitat where few sightings have been recorded before.

We have a number of tools and resources available to help you take part...



PRINTED MATERIALS

The following printed materials are available to order, for display in visitor centres and other community meeting places.

Great
Scottish
Squirrel
Survey
flyer



Great
Scottish
Squirrel
Survey
A3 and A4
poster



TEMPLATE ARTICLE

We have put together a short article that could be included in a newsletter, blog or web page.

This autumn sees the launch of the first Great Scottish Squirrel Survey. During National Red Squirrel Week (23-29 September), the Saving Scotland's Red Squirrels project is calling on people to get outdoors, explore nature and be on the lookout for tufted ears and bushy tails.

SSRS monitors squirrel populations throughout the year, but autumn is a particularly rewarding time for squirrel-watching as they busy themselves gathering food and preparing for the colder months ahead.

Both red and grey squirrel sightings should be reported during the Great Scottish Squirrel Survey, which will help to provide a snapshot of the situation, helping the project understand how populations are changing over time and to decide where to focus its conservation efforts.

To find out more and record your squirrel sightings, visit **scottishsquirrels.org.uk**

GET INVOLVED

SOCIAL MEDIA

The project Facebook page is facebook.com/SavingScotlandsRedSquirrels

The project Twitter handle is [@ScotSquirrels](https://twitter.com/ScotSquirrels)

The campaign hashtag is [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey)

The web address to include is scottishsquirrels.org.uk



Suggested tweets



Seen a squirrel? Help [@ScotSquirrels](https://twitter.com/ScotSquirrels) by taking part in the [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey). Report your sightings at scottishsquirrels.org.uk



We're joining the [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey)! Look out for squirrels this week (red and grey) and report them to [@ScotSquirrels](https://twitter.com/ScotSquirrels) at scottishsquirrels.org.uk



Seen a squirrel? Help [@ScotSquirrels](https://twitter.com/ScotSquirrels) by taking part in the [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey). Report your sightings at scottishsquirrels.org.uk

ABOUT SAVING SCOTLAND'S RED SQUIRRELS

Saving Scotland's Red Squirrels is working to ensure red squirrels continue to be a part of Scotland's special native wildlife. With the help of partners, landowners and volunteers, the project is monitoring squirrel populations across Scotland, managing the impact of squirrelpox and helping to combat the spread of grey squirrels in key areas.

Our efforts are making a difference — in many of our project areas, red squirrels are already making a comeback.

Developing community action

In 2017, the project began a new phase called 'Developing Community Action'. Alongside vital conservation work, the project is focussing on engaging with local communities, inspiring them to take action to protect red squirrels where they live.

Community action is the key to long-term, sustainable red squirrel conservation in Scotland, with the added benefit of connecting more people with the nature on their doorstep. From participating in spring surveys to helping out at events, volunteers of all backgrounds can help ensure red squirrels continue to have a home in Scotland.

Contact us

squirrels@scottishwildlifetrust.org.uk

Scottish Wildlife Trust reception: **0131 3127765**

Project areas



PROJECT PARTNERSHIP



FUNDERS



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