

The words 'National Park' are recognised the world over. People know that these two words mean that they're somewhere special. Whether you're a community group, business, charity – whatever – telling your story within the context of being in the Cairngorms National Park will have much more impact.

Obviously you need to think about your audience and what form of communication you want to use to ensure they get the message. Will it be via the local paper, radio station, website, online news, social media? Never before has there been so many different ways to communicate.

We can't tell you what to use or what to say but we can – via Communicating Cairngorms – tell you what the options are, give you some tips on how to deliver your communications and provide you with a few photos, facts etc to help you get started.

Consistency in your communications is a must – if there are key messages you want to get across – keep saying them the same way.

The Cairngorms National Park Authority has three key messages:

- The Cairngorms National Park is a special place for people and nature
- The Cairngorms National Park supports a sustainable economy and thriving communities
- The Cairngorms National Park is a place to enjoy and get involved

We try to apply these key messages to all our communications. You're welcome to use them too. You might find they help you to organise your thinking, and therefore your communications easier. Just look at some of the case studies we've provided. It's maybe not as obvious as putting things in pigeon holes; sometimes it's more subtle than that.

So if, for example, you want to write a press release, check out our 'How to' on press releases, borrow the template, help yourself to some extra facts and maybe a photo.

Send it off and see how you get on!