

Icon Tru Vue Grants Scheme

Media Brief

What do I need to do?

You are required to prepare a write up of your CPD activity, that will be featured prominently on Icon's website and social media channels.

Minimum requirements:

- 1 article
- 300-400 words
- 2 pictures

Suggested:

- 2-3 articles
- 150-250 words (each)
- 4-5 pictures or video

Note that articles and social media posts with multiple pictures or videos typically perform up to 150% better than those without. Additionally, documenting the activity in videos would require less words to be written into the article.

Need some inspiration? Have a look at some of our top website articles:

[Things I wish I knew in my first year as a conservator](#)

[The Pilgrim Trust Icon internship at the Painted Hall, Old Royal Naval College](#)

[Tru Vue Blog: Using Practical Projects to Explore and Research the Language and Ethics of Conservation](#)

Taking pictures/video

If taking photos and/or video with a smartphone, please ensure you do this in landscape mode (not vertically) and in good lighting. We want to experience what you did! Ideal photos would be:

- Close-ups and "before & after" shots of the project - if doing a course or workshop
- Shots of the speakers or slides - if attending a conference
- Group photos and even selfies!

How to send us content

You should attach your document and media to an e-mail to pwhite@icon.org.uk

Please do not insert your images into the document, as this will compress them and reduce their quality – please attach them separately.

Alternatively, you can send us your images or videos via free file transfer services such as Google Drive, WeTransfer or DropBox

Remember to label your media or include an additional document with captions and copyright requirements.

What else can you do?

Do you use social media? Follow us on Twitter ([@conservators_uk](#)) or Facebook and tag us!

You can post updates of your activity, behind-the-scenes pictures, live videos and whatever else you can think of. If you let us know in advance, we'll keep an eye out to help you spread the word!

And of course, your relationship with Icon doesn't end when the project does. We always want to know where our grantees went next so stay in touch and let us know what you're up to - our members would love to hear your story!