

# OP TOSCA MEDIA TOUR

In February the Lowland Comms Team visited 71 Engineer Regiment who are currently mobilised on Operation TOSCA in Cyprus. Hundreds of Scottish Reservists have been mobilised and are playing their part in the peacekeeping mission.

Asides from engaging with Lowland Reservists, the purpose of the trip was to create a media package to publicise the mobilisation for use by both Lowland RFCA and 71 Engineer Regiment. One month on, here are the stand out moments:

26 Social Media Posts

2800+ Engagements

115,000+ Views

88,000+ Impressions

172 New Followers

We have collaborated on Instagram with:

- 71 Engineer Regiment
- Corps of Royal Engineers
- Army Deputy Commander Field Army

Asides from increased engagement and audience exposure, the beauty of collaboration is the positive message it sends about our ability to

work well and creatively with military partners. Linking in with Army brands also builds our image of being a credible Defence partner. This is emphasized by two media requests:

- 16 Air Assault Brigade (who are preparing for 4 PARA to mobilise on Op TOSCA this spring) requested use of our content to use as a briefing aid for those mobilising.
- Major Andy Hart, OC 102 Fd Sqd, requested to use our content as he briefs the Chief Royal Engineer in March.

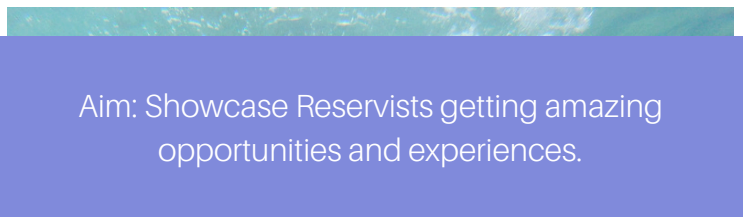
BFBS Scotland have also accepted a content submission and will play Op TOSCA audio postcards on their station, directing listeners to our social media pages for more 'exclusive content'.



Aim: Showcase Lowland Reservists as competent and credible deployable soldiers who can make a global impact.



Aim: Demonstrate how Reservists will develop through this experience and bring skills back to their Lowland lives.



Aim: Showcase Reservists getting amazing opportunities and experiences.