



Legal Aid Matters

Members Toolkit

Support the campaign

We know [#LegalAidMatters](#). But the system is in crisis, and we need your help getting the word out.

It's not just about the number of solicitors who can't afford the time or expense it takes to see these cases through. It's about the many thousands of people who have limited access or no access at all to legal aid in their area.

Help us raise awareness of this critical issue and ensure everyone has equal access to justice by showing support on your social media pages.

This toolkit includes:

- [Printable social asset](#)
- [Customisable social tile templates](#)
- [Additional social media tiles](#)
- [Sample posts](#)
- [Useful contacts](#)

What to do next

Download all of the below assets from Canva using the following steps:

1. Click the button on each page of this toolkit to download the asset.
2. Sign up and create a Canva account. It's quick and free!
3. Click 'Share' in the top right corner.
4. In the dropdown, click 'Download' in the bottom left corner.
5. Click 'Download' again.
6. Save the files to your device and get sharing!

PRINTABLE SOCIAL ASSET

Make it personal. Download and print the below form from Canva and write in the space why you think legal aid matters - then take a photograph of yourself holding it and share to your social media accounts. Don't forget the **#LegalAidMatters** hashtag to help spread the word!



[DOWNLOAD THE PRINTABLE ASSET FROM CANVA NOW](#)

FACEBOOK, INSTAGRAM & X [FORMERLY TWITTER]

READY-TO-GO SOCIAL TILES

How to post:

1. Once you have downloaded the asset following the Canva instructions on page two, open your chosen social media platform.
2. Tap the + (or “Create Post”) button.
3. Select your image from your device.
4. Add a caption, the #LegalAidMatters hashtag, and any tags you wish.
5. Tap Post or Share.



[DOWNLOAD CAMPAIGN SOCIAL TILES FROM CANVA NOW](#)

LINKEDIN



Law Society
of Scotland

**Legal Aid
Matters.**

Justice should be
for everyone.

#LegalAidMatters



Law Society
of Scotland

**Legal Aid
Matters.**

It closes the gaps in
our justice system.

#LegalAidMatters



Law Society
of Scotland

**Legal Aid
Matters.**

Because fairness is the
foundation of society.

#LegalAidMatters



Law Society
of Scotland

**Legal Aid
Matters.**

Thousands of people have
no local access to legal aid.

#LegalAidMatters



Law Society
of Scotland

**Legal Aid
Matters to me.**

Does it matter to you?

#LegalAidMatters



Law Society
of Scotland

#LegalAidMatters

[DOWNLOAD CAMPAIGN SOCIAL TILES FROM CANVA NOW](#)

CUSTOMISABLE SOCIAL TILES

How to create a tile:

1. Once you have created your free Canva account using the steps above, double click the text box that says '[write your reason here]'- note that you will only be able to update this unlocked text.
2. Type your message.
3. Download and save to your device using the Canva instructions on page two of the toolkit.

How to post:

1. Open the social media app.
2. Tap the + (or "Create Post") button.
3. Select your image from your device.
4. Add a caption, the #LegalAidMatters hashtag, and any tags you wish.
5. Tap Post or Share.

FACEBOOK, INSTAGRAM & X [FORMERLY TWITTER]



[CUSTOMISE NOW
WITH CANVA](#)

LINKEDIN



[CUSTOMISE NOW WITH CANVA](#)

SAMPLE SOCIAL MEDIA CAPTIONS

Use our example tweets

Legal aid was designed to ensure everyone – regardless of income – has equal access to justice, but the system is facing a crisis and fewer solicitors can take on cases. Learn why and see how you can help here:

lawscot.org.uk/legalaid #LegalAidMatters

Legal aid isn't just a service. It's a commitment to fairness, equality, and justice for everyone in our society. But the system is facing a crisis and may cease to exist in a few years' time. See how you can help:

lawscot.org.uk/legalaid #LegalAidMatters

Legal aid is a cornerstone of justice, but strains on the system mean delayed cases and denied access for those who need it most. See how you can help safeguard access to justice for the most vulnerable members of our society:

lawscot.org.uk/legalaid #LegalAidMatters

Scotland's most vulnerable residents are at risk of being denied access to justice. The legal aid system needs urgent reform to ensure its continued existence. Learn more and see how you can help:

lawscot.org.uk/legalaid #LegalAidMatters

Get in Touch

Need a hand with your social media toolkit? We're here to lend our expertise!

Whether you've got a question, need a spot of advice, or simply want to share your thoughts, we'd love to hear from you. Send us an email and we'll be back in touch quicker than you can say "viral content."

Your feedback is invaluable to us, and we're all about helping you achieve social media success. Let's have a natter and take your socials to the next level!



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