

YOUNG SCOT

Young Scot App Launch

Media Toolkit



Young Scot App

Help young people access discounts, opportunities and rewards via the new Young Scot app.

Thank you for your support in helping us increase awareness and spread the word.

We have launched a new app, developed with direct input from young people, to provide an easy and accessible way for young people to enjoy the benefits of Young Scot national services on the go.

This toolkit contains information on the Young Scot app and resources to help you to encourage young people and their peers to download and use the app. It includes: details on how to download and use the app; information about the app uses and example communications messaging.

We are sharing this toolkit as we want to:

- *increase awareness of the Young Scot app*
- *increase understanding of the uses of the app*
- *encourage young people to download the app*



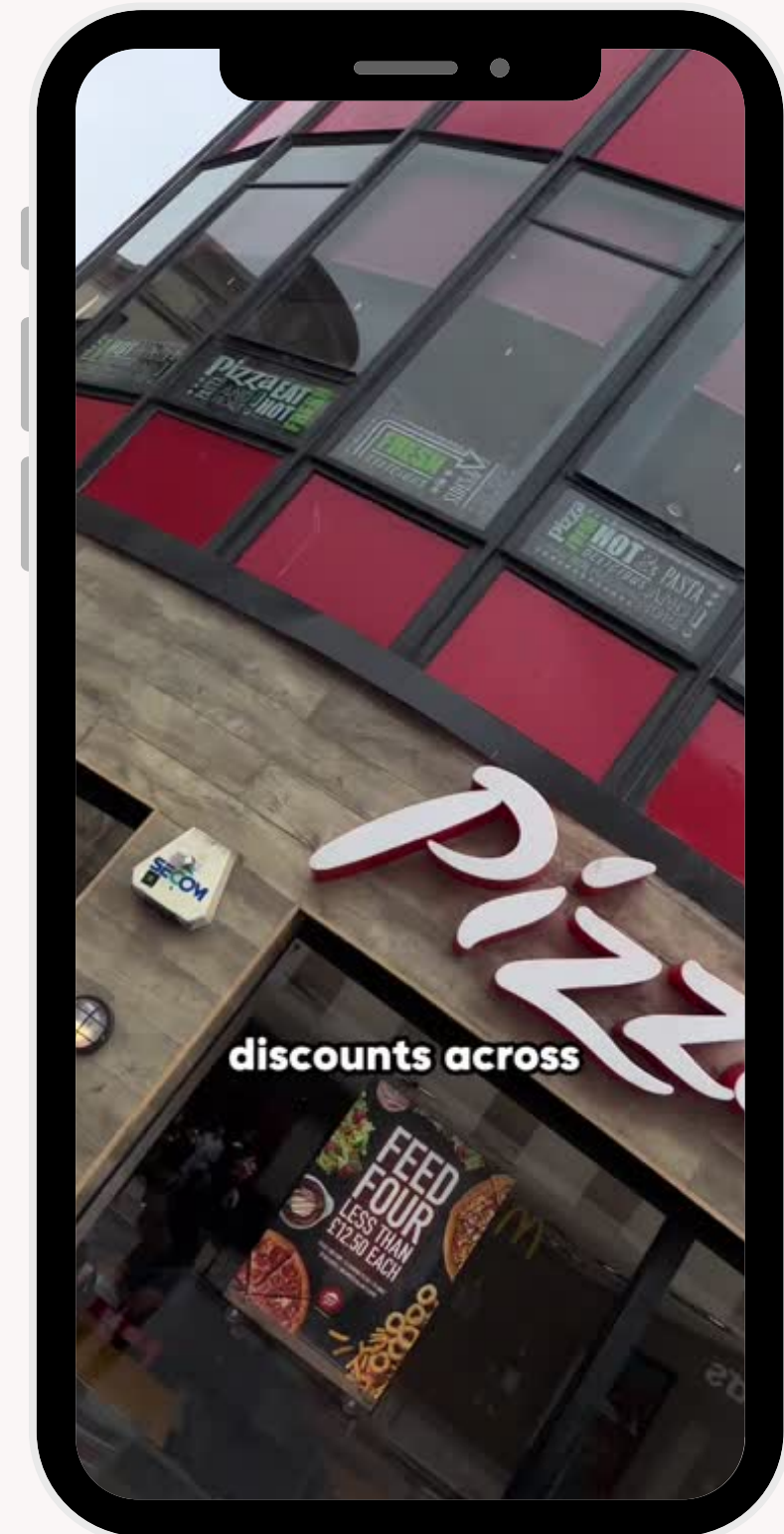
Young Scot App

About the app

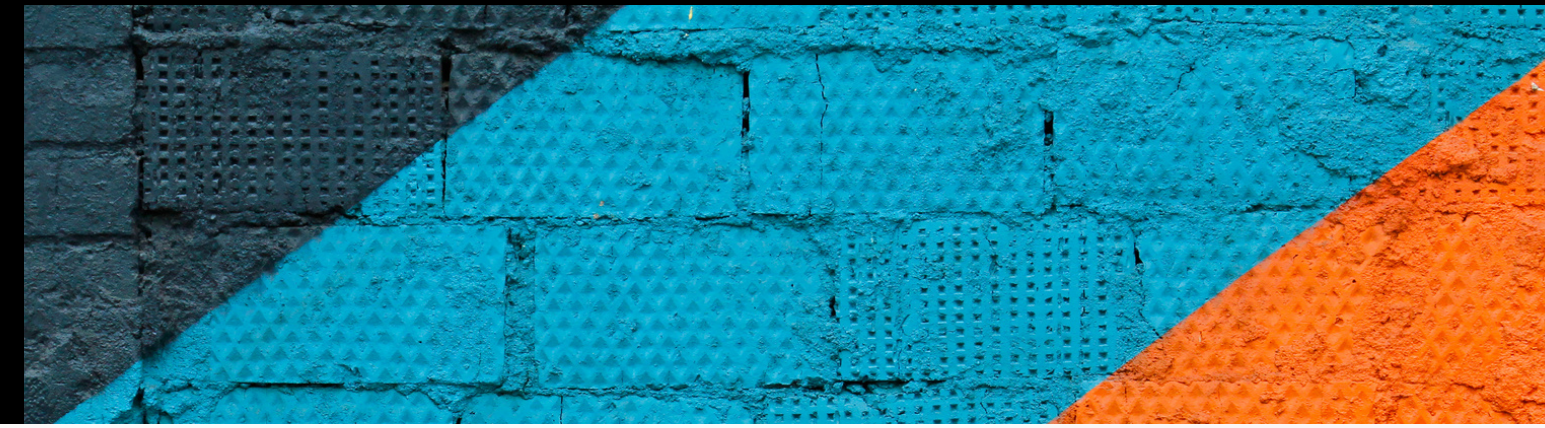
The Young Scot app gives young people access to all your **favourite discounts and rewards plus added features to help make the most of Young Scot services.**

Any young person aged 12-25 in Scotland with a Young Scot National Entitlement Card can use the Young Scot app. For more information about the Young Scot NEC visit young.scot/card

The app gives young people access to lots of exciting new features such as a 'Near Me' map to show the nearest Young Scot discounts. The app can also be used to apply for a replacement Young Scot National Entitlement Card.



Young Scot App



How does the Young Scot app work?

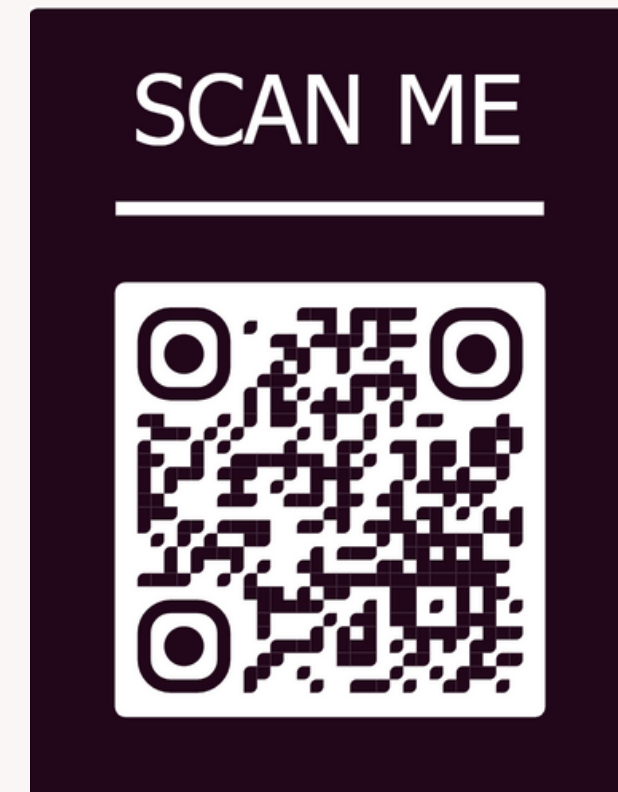
The app can be downloaded from the app store on [Android](#) and [Apple](#) devices.

Once you have downloaded the app, you will be able to navigate your way to amazing Young Scot opportunities.

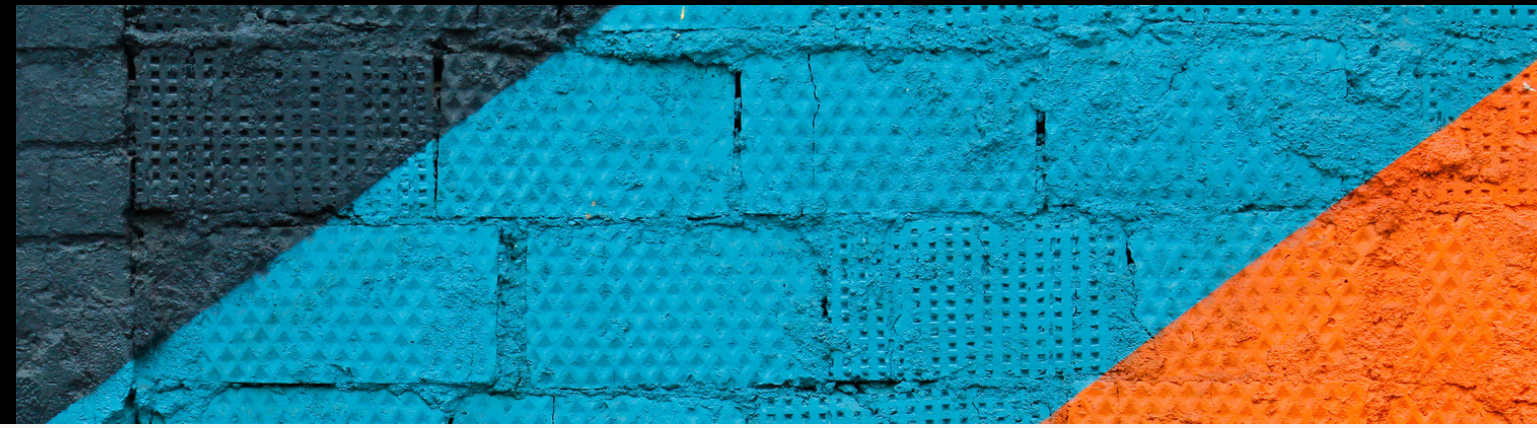
- Home – find an overview of your information including rewards points total and featured opportunities.
- For You – search your favourite discounts, activities, rewards and more. Access packages such as the Young Carers Package and more opportunities.
- Card – use your digital card for show and go discounts in stores across Scotland.
- Near Me – wherever you are in Scotland, search for discounts close by!

[Access the full FAQ](#)

Download the app



Young Scot App



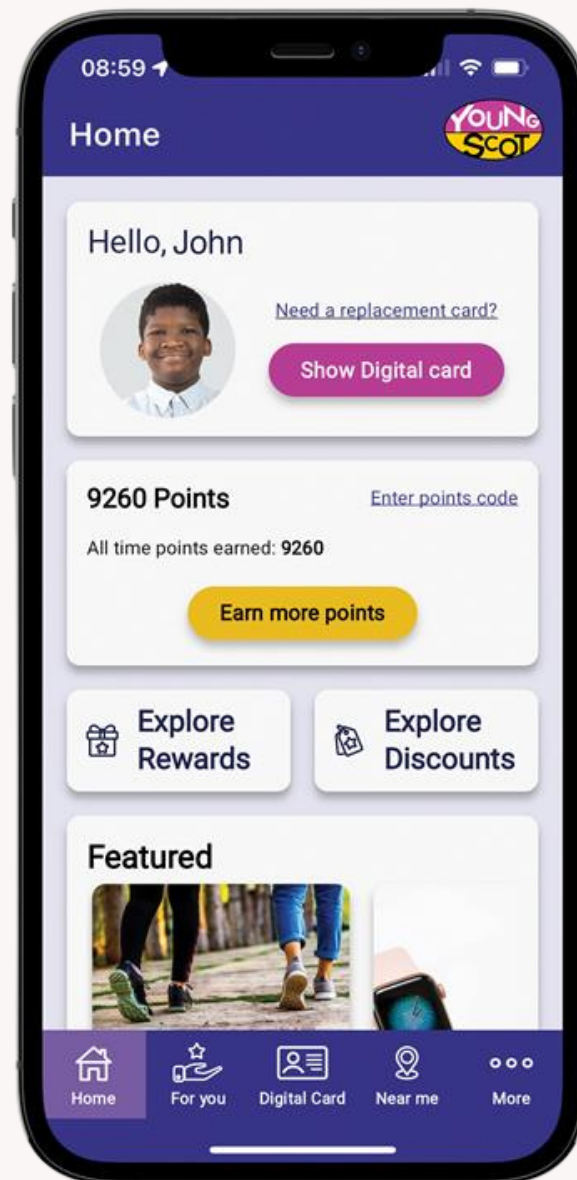
How you can get involved

- Use the communications resources in this toolkit to promote the app on your channels, such as social media, newsletters or your website, and encourage your networks to do the same.
- Tag us in your posts! Facebook ([@youngscot](#)); Instagram ([@youngscot](#)); X (Twitter) ([@youngscot](#)); LinkedIn ([Young_Scot](#)); Bluesky ([@youngscot.bsky.social](#)); Threads ([@youngscot](#))
- Signpost to [young.scot/app](#) from your channels or website so that your networks and audiences can access all the necessary information.

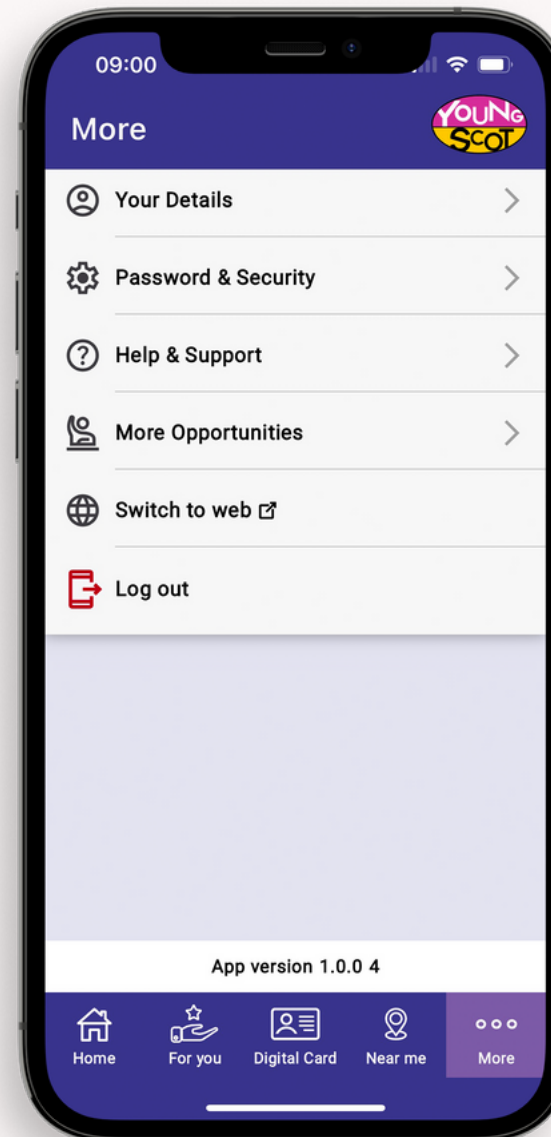
Young Scot App

Downloadable assets

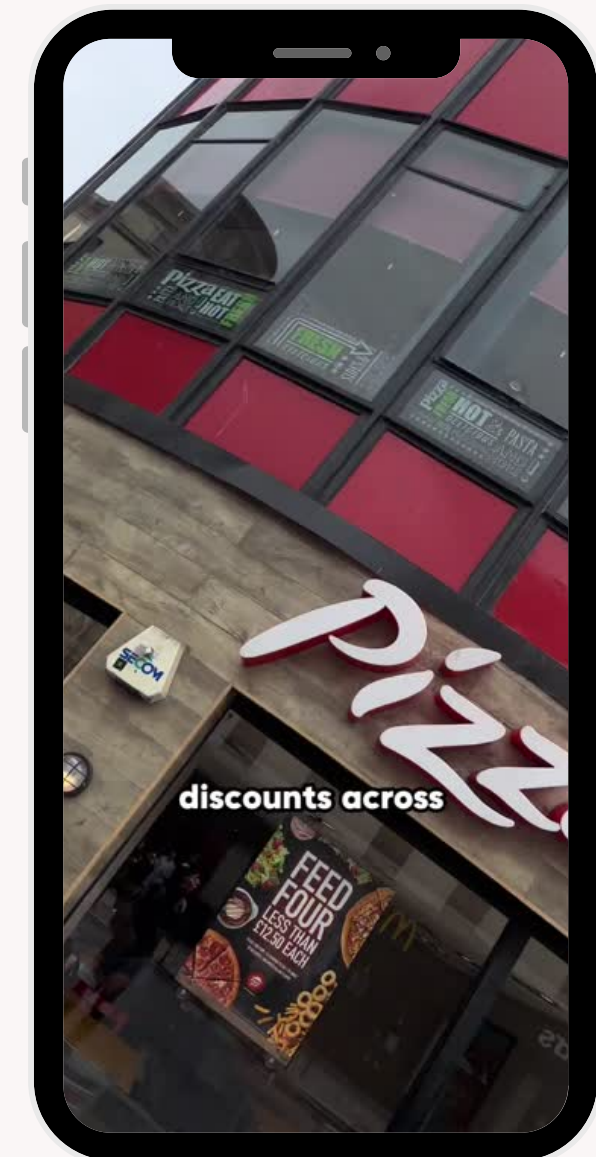
Download assets via these links and share on your channels.



Social media assets



FAQs



Video

Young Scot App

Example social media copy for colleagues, stakeholders, youth workers, etc...

Did you know you can save money with discounts in your local area and beyond with the Young Scot National Entitlement Card?

🔍🌐 Download the Young Scot app to discover an interactive map showing where you can save money, in person & online!

<https://young.scot/get-informed/young-scot-app-faqs/>

📱👁️ Young people can now access discounts on their phone!

Download the Young Scot app to find out where to save money with the Young Scot National Entitlement Card!

<https://young.scot/get-informed/young-scot-app-faqs/>

Don't forget to tag us in your posts so we can share them!

Facebook (@[youngscot](#)); **Instagram** (@[youngscot](#)); **X (Twitter)** (@[youngscot](#)); **LinkedIn** ([Young Scot](#)); **Bluesky** (@[youngscot.bsky.social](#)); **Threads** (@[youngscot](#))



Young Scot App

Example social media copy for young people, etc...

📱 Did you know that you can get local discounts and unique rewards on the new @YoungScot app?

Download & discover:

💰 discounts - available in your local area & online

🎁 rewards & opportunities

❤️ Young Carers package

<https://young.scot/get-informed/young-scot-app-faqs/>

Did you lose your Young Scot National Entitlement Card again?

Download the @YoungScot app & apply for a new one straight from your phone 📱

<https://young.scot/get-informed/young-scot-app-faqs/>

📱 Save money & shop locally with the new @YoungScot app!

The new interactive map shows you where you can get money off & how to access online discounts with your Young Scot card!

<https://young.scot/get-informed/young-scot-app-faqs/>

Make the most out of your Young Scot National Entitlement Card with the new @YoungScot app!

Discover local discounts & win rewards 📱🎁
<https://young.scot/get-informed/young-scot-app-faqs/>



**YOUNG
SCOT**

