

# Boss or Bossed? – Co-operative Technologists (Co-Tech) Open Afternoon Glasgow 10 Nov 2022

Please spread the word  
with this

## Communications Toolkit



Any questions, contact [Louise@mediaco-op.net](mailto:Louise@mediaco-op.net) 07974 350 377

## Overview

Co-operative Technologists - [Co-Tech](#) - is a UK-wide network of worker co-ops in the tech and digital industry.

On 10-11 November 2022, Co-Tech is holding its members' meeting in Glasgow, for the first time ever.

**Co-Tech is opening its doors on the afternoon of 10 November from 3 – 5pm for 'Boss or Bossed?'**. The event is aimed anyone working in tech or digital who's interested in finding out more about worker co-operatives in the tech and digital sector.

The aim is **to spread the word about worker co-operatives - a business model that is a great fit for the tech and digital sectors but which is little known.**

Co-Tech members work in open data, VR & AR, hosting, business systems, comms, security, web/apps, training, content creation, design ... and more

**Boss or Bossed? is open to freelancers, students, start-ups, companies interested in becoming a co-op, business advisers working with tech and digital companies, and anyone involved in the tech and digital sector in Scotland.**

Followed by an evening networking event.

Co-Tech welcomes anyone interested to come meet us on **10 November from 3 – 5pm** to find out more about worker co-ops in the tech and digital industries.

Discover why the worker co-op model works for us, and how it could work for you.

## How you can help

**We need your support** to spread our message, raise awareness about the event, and make sure everyone who might like to know about worker co-ops in the tech and digital sector or who could benefit from 'Boss or Bossed?' gets the chance to sign up.

**Please use your own social media channels, mailouts, networks, website and any other comms and to help us spread the word.** Thank you.

We want to reach:

- software developers, designers, etc – anyone in any tech/digital role
- anyone working in tech or digital who's thinking about setting up a start-up
- people in tech and digital start-ups who are keen on workplace democracy, but haven't yet discovered the worker co-op model
- employee-owned tech and digital companies who are interested in introducing more co-operative working practices
- business advisers working with tech and digital start ups
- universities/colleges running tech/digital courses

Thank you. Any questions, contact [Louise@mediaco-op.net](mailto:Louise@mediaco-op.net) 07974 350 377

## In this toolkit

1. Eventbrite **link to sign up** for the event
2. Boss or Bossed? **Graphic** to post and share – 3 versions, in the right dimensions for Facebook / LinkedIn, Twitter and Instagram
3. Draft **copy** for social posts: different word-counts for right length for Twitter/Instagram, Facebook/LinkedIn
4. Longer draft copy for mail-outs
5. Graphic with event hosts and supporters' logos
6. More ideas for tagging on social

1. **Eventbrite link** to sign up for the event is: [bit.ly/3eEelgy](https://bit.ly/3eEelgy)

## 2. Boss or Bossed? Graphic

- **Two versions** of the graphic are available, one with straplines one without.
- Both available in the correct dimensions for Facebook / LinkedIn, Instagram and Twitter
- Please include a graphic whenever you share info about the event.

### Graphic :



*Note: this image is for reference only – use links below to download hi-res graphics in correct dimensions*

### Facebook/LinkedIn

**boss\_Facebook.png** <https://drive.google.com/file/d/1QgJHYz0PzktmoyORd3sapLVoEPDeT80-/view?usp=sharing>

### Instagram

**boss\_Instagram.png** [https://drive.google.com/file/d/1XZ3xme206gJTb0Mn6orkBvGz\\_0bXfkW7/view?usp=sharing](https://drive.google.com/file/d/1XZ3xme206gJTb0Mn6orkBvGz_0bXfkW7/view?usp=sharing)

### Twitter

**boss\_Twitter.png** <https://drive.google.com/file/d/1c5RtDE5lh8rmxnQida6NBQIsC1b98wwS/view?usp=sharing>

### Graphic – with straplines:



*Note: this image is for reference only – use links below to download hi-res graphics in correct dimensions*

Facebook/LinkedIn – with straplines

**boss+strapline\_Facebook.png** <https://drive.google.com/file/d/1sRhwZXirf6OwbARU7rkMy7m4ht1iMIQO/view?usp=sharing>

Instagram- with straplines

**boss+strapline\_Instagram.png** [https://drive.google.com/file/d/1lw5RPAyIR7\\_ihTLGiKbEPZ9BTsCjMueK/vi ew?usp=sharing](https://drive.google.com/file/d/1lw5RPAyIR7_ihTLGiKbEPZ9BTsCjMueK/vi ew?usp=sharing)

Twitter – with straplines

**boss+strapline\_Twitter.png** <https://drive.google.com/file/d/1lp7m6-16LhHxeUk79yXYN8gnavWg2qq2/view?usp=sharing>

### **3. Draft copy for social posts and mailouts**

- feel free to adapt to your house style
- and to tag other relevant organisations
- don't forget to attach the graphic

***5 x drafts for Twitter – please tweet as often as poss between now and 10 Nov***

BossOrBossed? 10 Nov

Meet @CoTechUK, find out what #WorkerCo-ops do in tech and digital - and how to start one. Open afternoon + networking drinks. Sign up: [bit.ly/3eEelgy](http://bit.ly/3eEelgy)  
@CoopWorkers @CooperativesUK @cdscotland @uxglasgow @GlasgowCC

Work in tech? Believe workers should get more say in tech companies? Come to @CoTechUK free open event BossOrBossed? 10 Nov #Glasgow Sign up: [bit.ly/3eEelgy](http://bit.ly/3eEelgy)  
#WorkerCo-ops @CoopWorkers @CooperativesUK @cdscotland @uxglasgow @GlasgowCC

Work in digital? Interested in workplace democracy? Find out about #WorkerCo-ops in the tech sector. You're invited to @CoTechUK free open event BossOrBossed? 10 Nov #Glasgow Sign up: [bit.ly/3eEelgy](http://bit.ly/3eEelgy)  
@CoopWorkers @CooperativesUK @cdscotland @uxglasgow @GlasgowCC

BossOrBossed? Workers in tech and digital: we can be our own bosses in #WorkerCo-ops. Find out how @CoTechUK does it – and how you can do it. Free open event 10 Nov #Glasgow Sign up: [bit.ly/3eEelgy](http://bit.ly/3eEelgy)  
@CoopWorkers @CooperativesUK @cdscotland @uxglasgow @GlasgowCC

BossOrBosserd? Smart enough to work in tech, surely we're smart enough to create a happier workplace. Meet successful #WorkerCo-ops in the tech sector at @CoTechUK free open event 10 Nov #Glasgow. Sign up: [bit.ly/3eEelgy](https://bit.ly/3eEelgy)  
@CoopWorkers @CooperativesUK @cdscotland @uxglasgow @GlasgowCC

***Longer version for LinkedIn, Facebook, Instagram, mailings etc***

Work in tech or digital? Looking for better, fairer ways for tech companies to operate?

You're invited to meet worker co-ops from the tech and digital industry.

#BossOrBosserd? 10 Nov 2022, Glasgow, 3-5pm

Free, Sign up here: [bit.ly/3eEelgy](https://bit.ly/3eEelgy)

Find out why we're co-operatives and what makes us different.

A welcome session for developers, designers, tech and digital professionals and students curious about co-ops, start-ups and companies interested in becoming co-ops

and why we're members of [Co-Tech](#)

Join us for networking drinks after.

Co-op curious are welcome.

Sign up here: [bit.ly/3eEelgy](https://bit.ly/3eEelgy)

***4. Full-length copy for anyone who wants more (eg newsletters)***

Come and meet tech and digital worker co-operatives from the [Co-Tech](#) network – we're gathering in Scotland for the first time.

10 November, Civic House, Glasgow

3 – 5pm.

Arrivals at 2.30pm for 3pm start.

Free sign up here: [bit.ly/3eEelgy](https://bit.ly/3eEelgy)

- find out more about co-ops in the tech and digital sector
- discover why worker coops are a great business model
- make your company more democratic and ethical
- create a start-up that could be a new tech / digital co-operative
- want to connect with ethical tech/digital co-ops
- feel some solidarity with like-minded people

Networking and drinks in the evening.

The event is for anyone working in Scotland in the tech and digital sectors, from software engineering to design, from training to UX.

Worker co-ops attending from the [Co-Tech](#) network include: [Animorph](#), [Outlandish](#), [The Developer Society](#), [Open Data Services](#), [Space4](#), [MediaBlaze Hosts](#), [WebArchitects](#), [Code Operative](#), [GoFreeRange](#), [media co-op](#), [Founders and Coders](#) , [Agile Collective](#), [Autonomic](#), and more ...

Sign up early to book your place: [bit.ly/3eEelgy](http://bit.ly/3eEelgy)

All tech and digital workers and students are welcome.

*Optional extra: An Adviser from Co-operative Development Scotland will be coming along too and will be on hand to advise anyone who wants info on funding or support for start-ups or developing an existing business into a co-op.*

## **5.Hosts / Supporters**

Boss or Bossed? is hosted by [Co-Tech](#) with support from [Glasgow City Council Cooperative and Social Enterprise Fund](#).

## **6. More ideas for tagging on social**

Remember we're trying to reach freelancers, students, start-ups, companies interested in becoming a co-op, business advisers working with tech and digital companies, and anyone involved in the tech and digital sector in Scotland.

We've included a few tags in the draft copy for Twitter, but please use your imagination and your contacts to get the word out as widely as possible – think of you else you might tag.

Here's some ideas:

Organisation	Twitter	facebook	LinkedIn	Instagram
UX Glasgow	<a href="#">@uxglasgow</a>	uxscotland		
UX Edinburgh	<a href="#">@uxedinburgh</a>	-	-	-
UX Scotland	<a href="#">@UXScotland</a>	uxscotland	-	-
Agile Scotland	<a href="#">@AgileScotland</a>	agile.scotland	agile scotland	AgileScotland
Agile City	<a href="#">@AgileCity_</a>	AgileCityResearch	-	agilecity_
Lean Agile Scotland	<a href="#">@LeanAgileScot</a>	-	lean agile scotland	-
PyLadies Edinburgh	<a href="#">@PyLadiesEdin</a>	PyLadiesEdinburgh	-	-
Django Girls	<a href="#">@djangogirlsEDI</a>	-	-	-
Python Edinburgh	<a href="#">@pythonedinburgh</a>	-	-	-
Python Glasgow	<a href="#">@pythonglasgow</a>	-	-	-
Codeclan	<a href="#">@CodeClanScot</a>	codeclanscotland	codeclan	codeclan
Codebase Edinburgh	<a href="#">@CodebaseTech</a>	thisiscodebase	codebase Scotland	codebasetech
Codebase Stirling	<a href="#">@CodeBaseSTL</a>	-	codebase stirling	CodeBase Stirling
Women in Technology Scotland	<a href="#">@ScotlandWIT</a>	-	Scotland women in technology	-

Agile Alliance Scotland	@AgileAlliance	agileallianceofficial	agile alliance	agilealliance
Media co-op	@mediaco_op	themediacoop	media co-op	-