

Brand Scotland Burns Night Toolkit for 2025



Burns Night 2025

Burns Night is a much-loved celebration, which brings people together all over the world. Whether reciting the poetry of Robert Burns, tucking into a traditional Burns Night Supper of haggis, neeps and tatties, or raising a dram – it's a time to feel connected to Scotland and embrace its unique community spirit and warm hospitality.

Using Burns Night as a hook, we look to create an emotional connection with international audiences who are interested in living, working, studying, visiting and doing business here.

How to get involved : Champion Scotland's unique community spirit within your Burns Night activity, utilising our greatest asset – our people – showcasing what Scotland can accomplish when people come together.

[Burns Night | Traditions and Robert Burns Information | Scotland.org](https://www.scotland.org/burns-night)



Burns Night – content creators

To help showcase Scotland’s community spirit in action, Brand Scotland is collaborating with three content creators to produce a series of heartwarming videos for Burns Night. From Caroline’s cosy gathering, to Banjo’s creative celebration and Kirsteen’s stunning cover of Robert Burns, ‘A Man’s A Man for A That’ – each video provides an insight into the different ways people come together to celebrate Burns Night with friends near and far.



[@Kirsteen.Harvey](#)

Followers: 124k
(Instagram), 89.3k (Tik Tok), 551 (YouTube)
Live date: 20 January



[@CarolineMcQuiston](#)

Followers: 277k (Instagram),
122.2k (Tik Tok), 22.4k
(YouTube)
Live date: 22 January



[@banjo.beale](#)

Followers: 125k
(Instagram)
Live date: 25 January



Credit: @carolinemcquistin

Content and assets

Burns Night content will be rolled out across all Brand Scotland channels from 17 – 25 January, with a series of posts celebrating Scotland's unique community spirit.

Content planner: [Burns 2025 - social content plan - Google Slides](#)

Channels: [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#) and [YouTube](#)

Hashtags: #BurnsNight #BurnsNight2025

Website: [Burns Night | Traditions and Robert Burns Information | Scotland.org](#)

Burns Night assets: [Home](#) | [BrandScotland](#) and [Scotland is Now](#)

Kirsteen Harvey Burns Night Spotify: [Kirsteen's Burns Night Playlist 2025 - playlist by Kirsteen Harvey | Spotify](#)

Partnership activation

VisitScotland will incorporate the ‘community spirit’ messaging into their content, both online and social – encouraging visitors to come together to celebrate Burns Night and the spoken word, whether a Scot or a Scot at heart. **Channels:** [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#)

Scottish Development International will work with all their offices and GlobalScots to embed the creative theme into networking events and social sharing. Scottish Development International and Scottish Enterprise will share a post following Burns Night to showcase how the business community comes together to celebrate this key moment across different countries. **Channels:** [Facebook](#), [LinkedIn](#) and [X](#)

The Scottish Government International Network of offices will be celebrating Burns Night online and with an events programme in country. Capitalising on Scotland’s international reputation as a welcoming country, the network will utilise traditional elements of Burns Night to bring people together and celebrate their Scottish connections. Find out more and sign up to [Our Global Community | Scotland.org](#)

The University sector are coming together to celebrate Burns Night with a series of events and celebrations, with Glasgow University chapel choir singing a live rendition of Robert Burns poems on their social media. **Channels:** [LinkedIn](#)



Credit: @carolinemcquistin

Burns Night events

- **Big Burns Night Supper**, Dumfries & Galloway, 17 January – 2 February: [Home - Big Burns Supper](#)
- **Burns & Beyond**, Edinburgh and online, 22 – 28 January: [Home - Burns & Beyond | Burns & Beyond](#)
- **Celtic Connections Burns Night Concert**, Kelvingrove Art Gallery and Museum, Glasgow, 25 January: [Kelvingrove Burns Night Concert](#)
- **Sauchiehall Street Strip the Willow**, Glasgow, 25 January: [Sauchiehall Street: Strip the Willow](#)
- **Alternative Burns Night**, The Biscuit Factory, Edinburgh, 25 January: [Alternative Burns Night - The Biscuit Factory](#)

For full event listings visit [Search Results | VisitScotland](#)



Credit: Big Burns Supper

Thank you!

We'd love to know how this toolkit supports your work. Please share details/pictures of how you marked Burns Night with Steph McIntosh, Brand Scotland.

Email: steph.mcintosh@gov.scot.

