

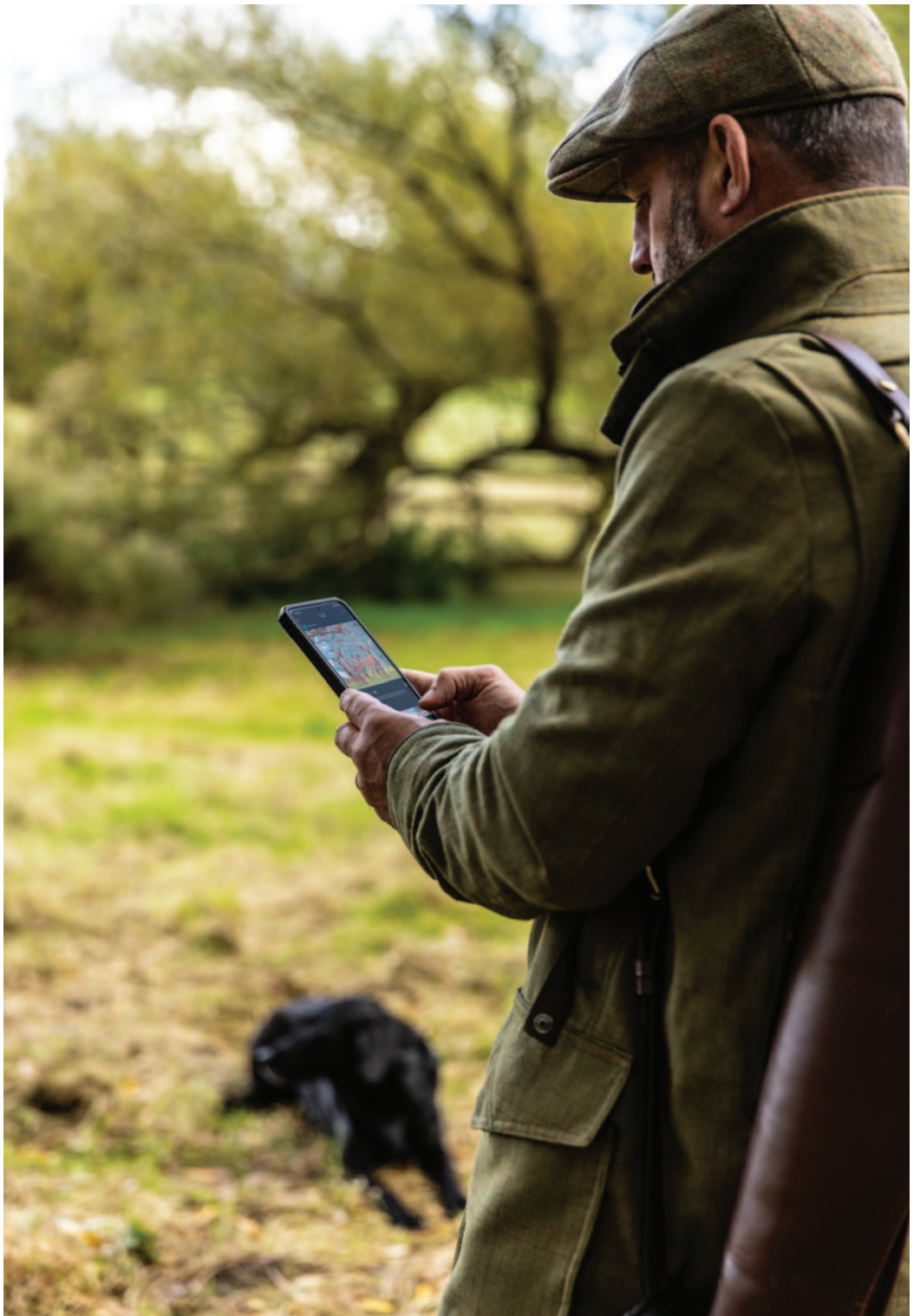


BASC  
**Social  
media  
guide**



The British Association for Shooting & Conservation





# Welcome

**A**s a member of the shooting community in the UK you already play a role in shaping the image of shooting, either offline or online. You have been subconsciously delivering your own message about what shooting means to you offline since the very first moment you became involved.

Remember those conversations at weddings and work functions or the looks you get when you stop at the motorway services in shooting gear? Or when you exercise your well-trained gundog and people who are being taken for a walk by their unruly pet stop and ask how you managed that? Or maybe it's just a casual chat with the neighbours, and the chance to share some game with them.

Without realising it, we are always sending messages to the wider public about what shooting means to us. As we all know, this can sometimes lead to interesting conversations with people who know very little about what is involved. Very often, when handled well, this can lead to an opportunity to share all the positives of shooting.

The same applies online. Anyone involved in shooting who has a presence on social media has that opportunity to share their story and send the positive message about what shooting delivers for its participants, for the countryside, for wellbeing and for the economy.

But social media is full of pitfalls. A picture posted in haste without telling the full story can lead to misunderstanding and disapproval, purely because it has been taken out of context. Negative comments can lead to unhelpful virtual mudslinging in a forum with little accountability.

Therefore, we have produced this guide to help people who enjoy shooting to share that enjoyment on social media in a way which helps others to understand and appreciate all the benefits shooting delivers to the UK socially, environmentally and economically.



# The numbers don't lie

## Usage

- More than **56 million people** in the UK use social media, representing about **81 per cent** of the total population (*Statista*).
- The average time spent on social media by UK users is **1 hour and 48 minutes** per day (*We Are Social*).

## Commerce

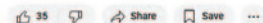
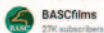
- **43 per cent** of UK social media users have purchased a product after seeing it on a social media platform, particularly on Instagram and Facebook (*Statista*).
- Instagram is one of the most influential platforms for shopping inspiration, with **47 per cent** of UK users saying they discover new products through Instagram ads or influencers (*Statista*).

## Video content engagement

YouTube and TikTok are the top platforms for video content consumption in the UK. YouTube has more than 50 million users and TikTok is growing rapidly, particularly among younger audiences.



Driven by my cause





# Successful campaigns

## NHS Blood and Transplant's 'Missing Type'

The campaign aimed to raise awareness about blood donation in the UK by asking companies and the public to remove the letters A, B, and O from their logos and social media profiles - symbolising missing blood types.

### Impact:

- **Increased donations:** This led to a 30 per cent increase in new blood donors during the campaign's run.
- **Social media engagement:** Companies like Coca-Cola, McDonald's, and Google joined in, adapting their logos and engaging with the campaign, which resulted in extensive sharing on platforms like Twitter and Instagram.
- **Global reach:** Although a UK initiative, the campaign went international, with 21 countries taking part in the campaign by 2021.

## Transport for London's (TfL) 'Please Offer Me a Seat'

This is designed to make it easier for people with hidden disabilities to access seating on public transport. TfL encouraged users to share their experiences on social media and used platforms like Twitter to promote the campaign.

### Impact:

- **Social awareness:** The hashtag #PleaseOfferMeASeat trended in the UK, increasing public awareness about hidden disabilities.
- **Campaign reach:** The campaign received widespread attention, and TfL issued more than 100,000 badges to people with hidden disabilities, making their journeys easier and promoting inclusivity.
- **Positive public perception:** The campaign was praised for tackling a sensitive issue in a thoughtful and engaging way, improving TfL's public image.

# General approach

**S**ocial media is often used as a way of sharing content instantly, but it's wise to resist the initial urge to post content without due consideration. This applies to the use of social media in any walk of life, not just about your involvement in shooting. Remember, once you click on that share or post button your message has the capacity to be around the whole world in seconds. Even if you are posting in a private group, anybody can take a screenshot and share it.

In terms of shooting images, these snapshots will normally be understood by friends who already appreciate the context, but if your social media 'friend' base consists of people from a variety of areas in your life, the lack of context can lead to lack of understanding or worse. Posts should always aim to tell the full story with context, so that people who may not know much about country pursuits understand more about your involvement and the whole process.

Social media can be a great way of celebrating being out in the field, but it's not obligatory to post images of your day. Just because you've taken a photo doesn't mean it needs to be shared online. Some photos are personal memories which belong on the mantelpiece or in an album. The underlying theme which you must always keep in mind is that

social media posts are for a wider audience, many of whom may have little understanding of shooting, gun ownership or even the countryside.

A combination of tasteful pictures, some context and an overall message which conveys the spirit of the day inspires people to want to know more, and reduces the risk of unintentionally offending or alienating people.

## Beware your licence

Martin Parker, BASC's head of firearms, said: "The Statutory Guidance on Firearms Licensing identifies social media as an area that licensing departments may wish to consider reviewing when determining if one is suitable to have a firearm or shotgun certificate. Posting blatantly offensive material is not going to portray an applicant in a good light and indeed, BASC is aware of members who have been revoked for posting such content.

"It is worth pausing before posting material that might reflect negatively on the sport. If in doubt, don't post. Finally, members should always be aware of the responsibility they have to maintain security of their firearms. Posting pictures of yourself at the airport bar, announcing you are just off for a two-week skiing holiday, is not the smartest of moves."



# A picture is worth a thousand words

**N**eurologists have found that humans perceive images up to 60,000 times more quickly than words. Pictures are a huge part of social media. Visual content on Facebook is shared 40 times more often than other types of content. This trend also explains the success of Instagram and other platforms such as TikTok.

With photographs playing such an important part in social media posts, it is really important to ensure what we post online is suitable and appropriate – and we are not talking about the technical qualities of focus, pixels or filters (although image quality is important). Perception is key and it is vital we make sure the message is positive.

A shooting image only belongs on social media if it is understood within its own right, and we must take great care to ensure it does not trigger negative reactions.

## Deer stalking

If you post about deer stalking it's always useful to add context by making reference to deer management, the food chain and venison. There is no need to post distasteful images or those that include excessive gore, but people are often fascinated by the butchery process. Field-to-fork progress makes an engaging story and posts

including the meals cooked with the venison you have harvested show the whole tale in a mouthwatering manner.

## Game shooting

A day in the field shooting game is multi-faceted; it may involve people in traditional shooting gear, much-loved shotguns, 4x4 vehicles, beaters' wagons, game carts, gundogs in full-on working mode, stops for elevenses and lunch, stunning countryside and plenty of game in the air and on the ground.

There are multiple opportunities for fabulous images but there's no need to rush to share them. Why not wait until the evening when you can sit down, look through your selection and find the shots that best portray the essence of the day? You can then use a few lines of text to explain the images. For example: "Another great day spent working my gundogs in the countryside. The weather may have been terrible, but the dogs have done what they do best, I've met lots of new people and have sorted tomorrow's roast dinner."

If you are going to mention anyone by name, or use a picture of them, then it's advisable to ask them first. Avoid posting pictures of details such as number plates, refrain from referring to exact locations and make sure geo-tagging is turned off where





necessary. Use images which show the respect on the shoot day, for the keeper, the host, your friends, the birds, the working dogs and the environment.

Show things that make for a good day and demonstrate the wellbeing benefits of shooting: a smile in a wet coat, a dog's tail that won't stop wagging, views which could be on a postcard, elevenses made with love. Photographs including quarry should always be respectful and adhere to the appropriate codes of practice.

## Gundogs in action

Who doesn't love a good dog photo? Whether it's an action shot or a lazy sofa snooze, they're always a hit. For many people the joy experienced when working their dog in a working test, field trial or on a shoot day far exceeds that of pulling the trigger. People proudly upload these to their social media accounts, but a bit of caution should be taken. Gundogs in particular are targeted by thieves and the information you post should not include anything which may put your dogs' security at risk.

# Further advice

## What's your motivation?

A big driver behind your social style is your motivation for posting. Self-promotion is not necessarily a bad thing, but it should never stray into illegality and unsafe practice or be at the expense of our community's reputation. Promoting shooting sports is the driver for most and should encourage others to want to know more, be accepting of our way of life and even give it a go themselves.

Aggression, alienation and hostility on social media have nothing but a negative impact on the shooting community as a whole; battles should be fought with facts, composure and dignity.

Ultimately, social media is a powerful tool which the shooting community should utilise positively and definitely not shy away from. Used responsibly by the masses, it could just be one of the most important tools in our bag as we look to tell our story.



***On social media the use of specialist terminology can create distance and be exclusive. Therefore, it is important to choose language which doesn't require explanation***



## Use of language

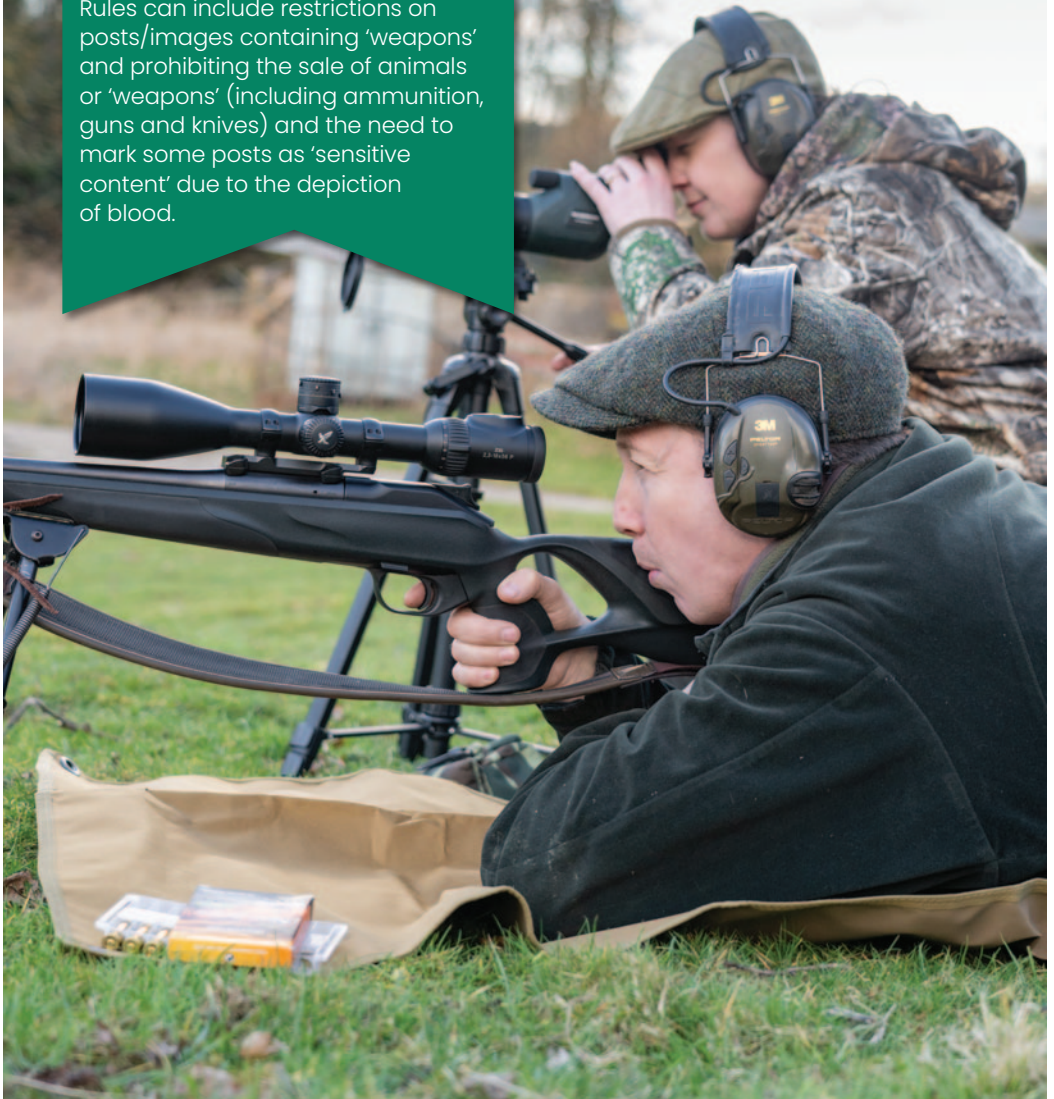
Every shooter is an ambassador for shooting. Shooting films on social media are seen by everyone – there is no privacy. Therefore, it is vital we present ourselves appropriately. Our jargon, as with any sphere of interest, is a sign of competence, identity and belonging but people who have no experience of shooting may not always understand the technicalities.

In that instance, on social media the use of specialist terminology can create distance and be exclusive. Therefore, it is important to choose language which doesn't require explanation. Or, if you think something may need explaining then do so. And, as always, good grammar and use of language will do no harm.

To summarise, for social media it is best to use as little technical shooting terminology as possible.

## Read the rules

When you create your social media accounts you are asked to agree to their terms and conditions. When it comes to content about shooting and animals, some mainstream social media platforms have very strict rules. It is always worth familiarising yourself with these rules to avoid your account being restricted, deactivated or deleted. Rules can include restrictions on posts/images containing 'weapons' and prohibiting the sale of animals or 'weapons' (including ammunition, guns and knives) and the need to mark some posts as 'sensitive content' due to the depiction of blood.





## Expert advice

# Al Gabriel

A BASC Council member, molecular biologist, freelance writer and keen participant in field sports.

### **What opportunities does social media present for field sports?**

It represents the most effective and efficient chance you will have to enlighten both the general public and the shooting community. Strive to be a positive influence.

### **What are the dos and don'ts for you?**

Before sharing any content online, pause to consider the potential impact on our community. Is it likely to cause harm or contribute positively? Avoid posting straight after a shooting event, particularly while still at the location. Take time to reflect and compose your thoughts carefully.

### **What would you like to see more of on social media regarding shooting?**

Conservation, conservation, conservation.

### **How should we deal with the killing of animals on these platforms?**

Shooters should prioritise the conservation aspect of their activities over glorifying the act of killing. The focus should be on







“

***Shooters should prioritise the conservation aspect of their activities over glorifying the act of killing***

”

responsible wildlife management and conservation, rather than personal glory.

### **How do you deal with online criticism?**

While individuals have the right to share content online, it is often unnecessary to engage in public debates on social media platforms. To foster a more positive and focused community, I would suggest disabling open forum comments on posts. Criticisms can be handled privately.

### **#MY TOP TIP**

When sharing images of harvested animals on social media, it's advisable to use a black and white filter to minimise the graphic nature of the content. Avoid posting images that depict blood or wounds, as these can be upsetting to some viewers. By presenting images in a more respectful and sensitive manner, we can maintain a positive image of the shooting community and garner support from a wider audience.

## Expert advice

# Ben Randall

Two-time winner of the Cocker Championship, the author of *How to Train Your Gundog* and co-founder of the Gundog App.

### **What should people in the shooting world pay attention to when it comes to their digital footprint?**

I always try to think how any of my posts might seem to some of my friends who don't shoot, those from the rugby club for example. I want to preach to the unconverted and I want them to understand, respect and maybe even want to engage in shooting because of what they see on my social media.

One of the many great aspects of shooting is the inherent concept of good manners which underpins it. To me a shooting day is all about respect, and this comes through in the way we dress and behave throughout the day. One of my pet hates is people posting videos of them shooting and celebrating when they make a successful shot. Of course, it's important that we are proficient, and we should be happy to shoot well, but that doesn't require over celebration. We all have a massive responsibility to show people the reality of what shooting means and we must be very careful not to misrepresent our sport.

Finally, safety should always be paramount when shooting or posting about it. We must always demonstrate safe gun handling.

### **How should we deal with the killing of animals on these platforms?**

I am very careful what I post and always show respect for the deer and the birds, which will have been dispatched in a humane manner. Whenever I post about dead game, I always follow this up by explaining the field-to-fork process to demonstrate the full journey of finding it, shooting it, dealing with it and eating it. Then an onlooker who eats meat can see no issue with what I have done.

### **What would you like to see more of regarding shooting and gundogs?**

I would like to see more content showing the next generation being encouraged into our sport. And when I say that I also mean new participants at any age of life. The next generation is the key to the future, but getting people who have never done it before out shooting or working dogs will only strengthen that future. Once a month I used to take my boys rugby team clay shooting instead of training. That could be 20 kids who have never shot before and hopefully will take it up in the future.

### **How do you deal with online criticism?**

I haven't experienced too much negativity with my posts because I think very long and hard before



anything gets posted. If you see negative posts or comments from a keyboard warrior there are several things you can do. If it's on your own post and you think there is no point in engaging, you can hide their comments. If they have been rude or abusive, you can also block that person so they can't follow you anymore. If you think there is some value in replying to set the record straight, you can constructively reply to their post, but if it then becomes abusive or rude you can block them.

### **Do you have any gundog-specific advice for posting?**

One of the biggest things I personally promote is reward-based training methods only. Any other methods trigger huge debates.

Whenever I am away shooting or competing, I never post until I am home because of the potential risks of dog theft and people knowing you are away from your family home. And I see this too often.

### **#MY TOP TIP**

Social media content should always be about promoting our sport and our way of life and trying to encourage the next generation and as many new people as possible. So, make it educational, respectful and always think about the non-shooter's perception before you post. That message should be loud and clear every time we post about shooting.









 [amie.flyfish](https://www.instagram.com/amie.flyfish)

## Expert advice

# Amie Battams

Fly angler with a passion for conservation and a love for the great outdoors.

### What opportunities does social media present for field sports?

For me, it's networking; there'd be no way I'd ever be able to meet the people I've met without social media. It opens up paths I'd be less likely to cross. It also gives me the opportunity to reach out to organisations and businesses. I don't always get a message back but why not aim high?

### What's your best piece of advice?

Don't give out any personal information.

### What would you like to see more of on field sports socials?

I'd like to see more people like me... if that's not too self-centred. Country pursuits can seem to be a somewhat exclusive and unrealistic pursuit for someone of my background and

finances. There's a perception of something undertaken by the 'tweed mob massive' which can be damaging in terms of discouraging new participants. Ultimately it comes down to accessibility; whether it be land, permission or a local club, there's a lot less access to it these days. Everyone has a place but sharing access would be good for the sport and seeing it would be great.

### How do you deal with online responses?

It depends on whether they are helpful to me. Usually, I'll get a comment or inbox message of helpful suggestions which I welcome. However, online abuse is a hard no for me so... block and delete and NEVER RESPOND!

## #MY TOP TIP

Reels should be no longer than 60 seconds and filmed in portrait. Use InShot app to edit (paid version so you don't have to see app logo) and enjoy.

## Expert advice

# Alix Jade Selby

Clay shooter, falconer and content creator who works with brands within clay shooting, field sports and country fashion.

### What should shooters pay attention to when it comes to their digital footprint?

When it comes to social media everything is out there to be scrutinised. Safety and correct etiquette is always a must on social media from shooters. Even if you know the photo was taken safely make sure that to the outside eye everything looks 100 per cent safe.

And incorrect or bad etiquette will be picked up just as quickly as being unsafe.

Another big thing I'd say to be mindful of is how you word your posts and what you write while being pictured shooting or with your guns. Although witty quotes may seem harmless when you know the context, people on social media are very quick to take things the wrong way. You have to step back and try to look at it from an external perspective, but a good rule of thumb is that if you are using an in-joke, then don't. Without the background knowledge

“

*Even if you know the photo was taken safely make sure that to the outside eye everything looks 100 per cent safe*

”

or the context, others will misinterpret (sometimes deliberately) and you will be left back-peddalling.

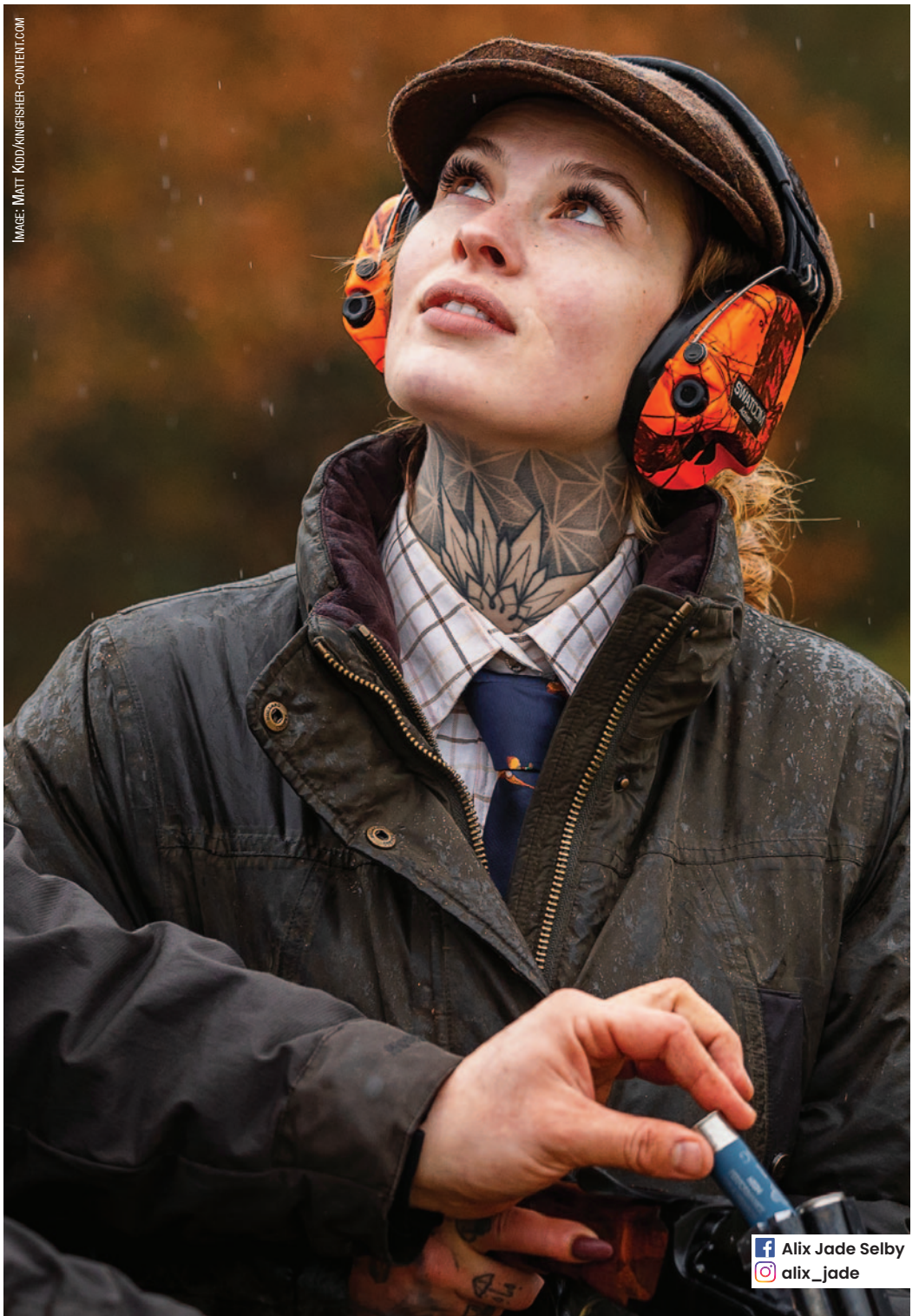
### How do you deal with online criticism?

I try to avoid it as much as I can because I believe most of the time people are looking for a rise and pushing people's buttons. They want to be able to say shooters/hunters are angry, dangerous, etc. They go on fishing expeditions to provoke and attempt to gather evidence, so never give them any fuel for their fire.

### Do you have any final words of advice?

Some people may disagree with me on this one, but I don't use hashtags, that way people who are looking for an argument can't find my posts as easily.

They will search hashtags and find people's content and then do a deep dive on your profile so they can harass you.



## Expert advice

# Joe Mann

The Champion of Champions award winner at the 2024 Eat Game Awards for his work promoting game cookery at Queen's College, Taunton.

### What opportunities does social media present in terms of game cookery?

Our Queen's College social media provides a fantastic opportunity to really educate about food provenance and food sustainability. Game is an astonishingly versatile, healthy ingredient, which our pupils love preparing in our kitchen classrooms to demonstrate high-level meat preparation skills. Social media allows us the opportunity to show the vast array of game cookery and champion the abundant, tasty, and healthy meat recipes our pupils lovingly prepare to persuade more people to eat this nutritious, sustainable source of protein.

### What are the dos and don'ts for you?

When it comes to our social media we have to be aware that we cannot guarantee the confidentiality of content created or shared. So, the first 'do' for us is that we ensure our online communications are respectful of others and composed in a way that we would wish to stand by. As for 'don'ts', we do not create or share content that is illegal,



deceptive or likely to offend others. Another 'do' is to respect the privacy of others. Consequently a 'don't' is not to share photos, videos or any other information about members of Queen's College, even if the content is not shared publicly, without going through official channels and obtaining permission first. The final big one is we don't access or share material that infringes copyright and do not claim the work of others as our own.



## How do you deal with online criticism?

Venison and game meat have been received tremendously well by everyone on social media. It's all about education and open communication to all. Yes, to begin with new pupils or parents had some conversations and seemed a little squeamish about the concept when we posted that we had a whole deer carcass, but we are open, honest and truthful about where it comes from. We make it clear we do not force anyone to eat anything, but we also don't hide or shy away from where the food comes from. It is so important at a time when the talk of food insecurity, food scarcity and the future of food is so pertinent to those honest educational conversations.

“

***Social media allows us the opportunity to show the vast array of game cookery and champion the abundant, tasty, and healthy meat recipes***

”

## #MY TOP TIP

My top tip is to always link BASC and Eat Game to all your posts as well as other Eat Game winners, past and present, and any other official partners and sponsors.



# How to keep it legal on social media

By David Mascord



**T**here are 56 million active social media users in the UK, according to data agency Statista. That's plenty of chat and plenty of opportunities for legal problems. Laws on libel, copyright and hate speech apply to you as a social media user in the same way as they do to professional publishers. There's no avoiding them, and ignorance is no excuse, so here's some answers to questions I'm often asked.

## **Can I be sued for libel?**

The simple answer is, yes. Libel law applies to published text, images and audio. If you publish material that damages the reputation of an individual or a company you could be on the receiving end of a libel claim.

The fine detail of libel law varies slightly between England and Wales, Scotland, and Northern Ireland but the principles are the same. For example, writer and broadcaster Katie Hopkins was sued over a personal view she posted on Twitter (now X). She argued in court that libel law in England and Wales didn't apply to social media. Hopkins was wrong. It cost her more than £100,000 in court fees and damages.

Freedom of speech rights allow you to have lively conversations online and publish your views to some degree. But don't confuse your opinion with facts. Libel law says if you make an 'assertion of fact' – even in an opinion – you have to prove it's true in court if sued.

## How does copyright work online?

Messages and images you create and post online are your copyright. When you post them you've 'licensed' them to the social media platform you used.

That means you've given the host permission for your material to be shared around that platform by other users. But you haven't given it away. You still own copyright in what you post.

This is particularly relevant to photos and videos. Users mistakenly believe they no longer own images once they're 'in the public domain'. That is not the case.

Let's imagine you post a photo. If the *Mail Online* or the BBC wants to use it, they have to ask your permission first. It's your choice whether you say yes – and whether to ask for a fee.

## What if I receive abusive messages?

The first step is not to reply. Social media platforms have steps for reporting abusive or offensive messages. Follow their processes.

Expressions of hate towards people on the basis of race, sex, religion, gender identity or disability are crimes under UK hate speech laws. You can report them to the police. Find out more at [cps.gov.uk/crime-info/hate-crime](https://cps.gov.uk/crime-info/hate-crime)

*David Mascord is a trainer and university lecturer specialising in media law*

## My dos and don'ts

When you sign up to social media platforms you agree to their terms and conditions – even if you haven't read them. The T&Cs say you take responsibility in law for the content you post, not the host. Here are some guidelines to keep you safe:

- **Think before you post.** You may have strong feelings about an issue. But ask yourself whether the meaning of specific words or messages in your post could be libellous.
- **Respect other people's content.** Don't take images or articles from other sources and post them without permission. Material that's easy to copy is not always free to use.
- **Ignore the emotion.** Don't be tempted to respond to hate messages with more abuse.
- **Avoid commenting on people in court.** You may have strong views on a current criminal case. Keep them to yourself. The Contempt of Court Act applies to anyone publishing material that could prejudice a trial.
- **Protect private information.** Take care not to post details that could be used to breach your privacy or lead to identity theft.

“

*Freedom of speech rights allow you to have lively conversations online*

”

# Cyber security

Social media advice from the National Cyber Security Centre.

**S**ocial media is a great way to stay in touch with family and friends and keep up to date on the latest news. However, it's important to know how to manage the security and privacy settings on your accounts, so that your personal information remains inaccessible to anyone but you.

## **Understanding your digital footprint**

It's worth exercising some caution when using social media. Not everyone using social media is necessarily who they say they are. Take a moment to check if you know the person, and if the friend/link/follow is genuine. Less obviously, you should think about your digital footprint, which is a term used to describe the entirety of information that you post online, including photos and status updates. Criminals can use this publicly available information to steal your identity, or use it to make phishing messages more convincing.

You should:

- think about what you're posting, and who has access to it. Have you configured the privacy

options so that it's only accessible to the people you want to see it?

- consider what your followers and friends need to know, and what detail is unnecessary (but could be useful for criminals); and
- have an idea about what your friends, colleagues or other contacts say about you online.

Although aimed at businesses, the National Protective Security Authority contains a range of useful materials (including posters and booklets) to help understand the impact of your digital footprint.

## **Spotting and reporting fake accounts**

Scammers will make fake accounts and/or hack real accounts to use them to commit a range of fraudulent activities. Many sites have a process to verify accounts, such as verified badges for Instagram and Facebook. This can help to identify real accounts against fake accounts pretending to be a well-known person. Other things to look out for include:

- where an account has a date indicating when it was set up;
- nonsensical names (appears to be random letters and numbers); and



- the number of followers (although note that followers can be bought).

It is not just celebrities' accounts that are targeted by scammers. If a family member or friend posts something that appears suspicious or out of character, contact them by another method (in case their account has been hacked). If it transpires their account has been taken over, they should follow the NCSC's guidance on recovering hacked accounts. You can also report fake posts or accounts directly with the provider.

For further information on general social media safety, and on how to report abuse or privacy breaches see the National Cyber Security Centre website for guidelines: [ncsc.gov.uk](https://www.ncsc.gov.uk)

### **Use 2-step verification (2SV) to protect your accounts**

2-step verification (often shortened to 2SV and sometimes called two-factor authentication) provides a way of 'double checking' you really are the person you are claiming to be when you're using online services, such as social media, banking or email. Even if a criminal (or someone simply looking to cause mischief) knows your password, they won't be able to access any of your accounts that are protected using 2SV.

- The Cyber Aware website contains links on how to set up 2SV across popular online services such as Instagram, Snapchat, X and Facebook.
- For more information on why you should use 2SV wherever you can, read the NCSC's official guidance on 2-step verification.



# AI

## Making the most of AI

**A**rtificial Intelligence (AI) is the new kid on the block in the digital world, and it's shaking things up for shooting enthusiasts on social media.

By tapping into AI tools, you can amplify your message and connect with a broader audience, although with such a rapidly developing technology it's important to tread very carefully to avoid misleading or damaging posts.

Platforms like ChatGPT can help craft engaging posts and captions, making it easier to share your passion. AI image generators, such as DALL-E, allow you to create custom visuals that highlight the conservation and community aspects of shooting. And sentiment analysis tools let you monitor how people react to your posts, so you can quickly address any negative feedback or misunderstandings.

AI also helps analyse social media trends, showing which topics get the most attention. This insight allows shooters to focus on themes like conservation and rural benefits that appeal to a wider audience. However, it's important to remember that AI doesn't replace thoughtful posting;

users should still consider language, visuals, and timing to avoid misinterpretation or backlash.

Keep in mind that not all AI-generated content is trustworthy, especially images. Some AI-created visuals might look too perfect or fake, leading people to question their authenticity. Using AI responsibly and being transparent about it is key to building trust and effectively promoting shooting on social media. If using content crafted with the help of AI it is important to be aware of the transparency rules on the platform you are using.

Here are some top AI tools in use at the time of publication to enhance your social media strategy:

- **ChatGPT:** assists in generating engaging captions and posts.
- **DALL-E:** creates custom images to highlight shooting sports themes.
- **Hootsuite's OwlyWriter AI:** generates creative content ideas and captions.
- **Canva's Magic Studio:** offers tools for creating visually appealing content.
- **Lumen5:** transforms text-based content into engaging videos.
- **Filmora 14:** offers AI tools to streamline video content creation.



# The Value of Shooting

**T**he latest *Value of Shooting* report was published by BASC and its partner organisations in 2024 and it clearly sets out the benefits the shooting sector brings to the UK economy and the conservation of the countryside.

The report focuses on three main areas of interest:

- Shooting's economic and societal benefits.
- The benefit to the environment, rural management and conservation.
- The benefit to participants' wellbeing and health and the provision and promotion of game as food.

The full report can be seen at [valueofshooting.co.uk](https://valueofshooting.co.uk) and in the world of social media the main findings are instantly persuasive. The shooting sector delivers **£3.3bn** (Gross Value Added) to the UK economy every year, shooting activities generate the equivalent of **67,000** full-time jobs, and habitat management and conservation are carried out on **7.6m** hectares as a result of shooting.

**The bite-size facts and figures overleaf can be used on social media to promote the economic, environmental and social benefits of shooting.**



  
The **Value**  
of Shooting



Shooting is worth **£3.3bn** annually to the UK economy

Shooting activities generate the equivalent of **67,000** full-time jobs

**620,000** individuals are actively involved in shooting-related activities

Shooting providers and volunteers carry out conservation work to the value of **£500m**, equivalent to **26,000** full-time jobs and **14m** workdays each year

**Three out of four** people who take part in shooting say it is important to them and their personal wellbeing

Habitat management and conservation are carried out on **7.6m** hectares as a result of shooting



@BASCUK



@BASCnews



@BASCnews



The British Association for Shooting & Conservation

The BASC media team is available to give advice to members and to undertake shoot/syndicate visits to provide social media input: [media@basc.org.uk](mailto:media@basc.org.uk)

**Images:** Richard Faulks, Matt Kidd, George Gunn, ARC Photography, Oli Lees, Top shots photocomp 2022/Harry Lessman, [istockphoto.com/yiuCheung/ipopba/artisteer/Panuwat Sikham](https://istockphoto.com/yiuCheung/ipopba/artisteer/Panuwat%20Sikham)

© BASC 2025

**BASC, Marford Mill, Rossett, Wrexham, LL12 0HL**

**[basc.org.uk](http://basc.org.uk)**

