

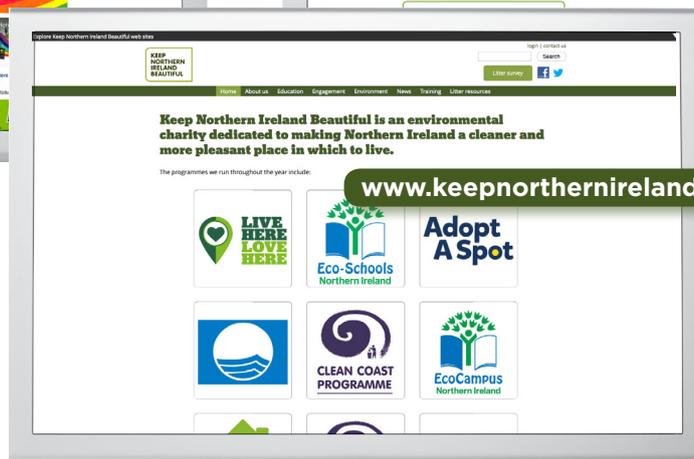
Social Media Guide

Keep Northern Ireland Beautiful is all about inspiring individuals to create cleaner, greener and more sustainable communities.

We achieve these aims through education, public engagement and spreading our message to all sections of the community.

We want to share far and wide the great work that wonderful volunteers

do across Northern Ireland and the rise of social media allows us to do this really easily. All we need is for you to engage with our various platforms and here's some helpful hints and tips for you to do just that.



Websites - get online

We have recently refreshed the three main websites within the Keep Northern Ireland Beautiful fold.

Our websites have up to date information and allow you to view other projects ongoing across Northern Ireland. They provide you with main contact details for our office if you need to get in touch.

Why not give them a visit and see some of our great programmes.

Social Media

Did you know that Keep Northern Ireland Beautiful is active on Facebook and Twitter?

Follow us on Twitter and like us on Facebook to keep up to date with competitions, programmes and news from our organisation.



Like us on Facebook



Follow us on Twitter
[@KeepNIBeautiful](#)
[@isupportlhh](#)
[@Eco_SchoolsNI](#)



Click on the links to go to the relevant website, Twitter or Facebook page.

Handy Hints and Tips for Social Media

At Keep Northern Ireland Beautiful we want to shout out loud about the great work that you do to help improve the place we all live in.

In this spirit, we have developed some handy hints and tips for you to use on social media in order to promote your events.

When using social media keep the following tips in mind, keep it interesting, keep it factual, keep it fun and this will help keep Northern Ireland beautiful.

Below is a template of a 30 day social media plan that you can use to promote what you are doing in partnership with us.



| Time period | Facebook | Twitter |
|---------------------------|--|--|
| Three weeks before | In partnership with <i>(tag in Live Here Love Here)</i> we would like to announce a community-wide clean up effort open to volunteers of all ages. Our <i>(insert event name)</i> event will take place on <i>(insert date)</i> , sign up to participate at <i>(insert info here)</i> . | With @isupportlhlh we are hosting an <i>(insert event name)</i> . Sign up at <i>(insert organisation website)</i> #LiveHereLoveHere |
| Two weeks before | Our event with Live Here Love Here <i>(remember to tag us)</i> is just two weeks away, take part by contacting <i>(insert contact details here)</i> . | 2 weeks until @isupportlhlh host <i>(insert event name)</i> #LiveHereLoveHere |
| One week before | The countdown to <i>(insert organisation name/ names)</i> event begins now! Tell your friends and family about the community-wide clean up event, volunteers of all ages are welcome. Help us keep Northern Ireland beautiful! For event and sign up information, visit <i>(insert organisation website)</i> . | Our countdown begins today! <i>(insert event name)</i> event is <i>(insert date)</i> . Info @ <i>(insert organisation website)</i> #LiveHereLoveHere |
| One day before | It's almost here. We are really looking forward to taking part in Live Here Love Here's event. Event info and volunteer sign up is still available at <i>(insert local volunteer sign up info)</i> . We hope to see you there! | Tomorrow is our <i>(insert event name)</i> . Join us at <i>(insert link)</i> #LiveHereLoveHere |
| On the day | It's finally here, our <i>(insert event name)</i> with Live Here Love Here. There is still time to get involved. Make sure you get along <i>(insert link)</i> . | It's finally here, @isupportlhlh look forward to welcoming you #LiveHereLoveHere |
| After the event | Thank you so much to our wonderful volunteers who helped us pick up <i>(insert number)</i> bags of litter. The most odd thing we found was.... | Thanks to our great volunteers who helped us pick up <i>(insert number)</i> bags of litter. You are awesome #LiveHereLoveHere |

enquiries@keepnorthernirelandbeautiful.org

028 9073 6920

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

