

# Social media guidelines

We're providing event holders with lots of posters and leaflets to promote your events but social media can be a great way to spread the word about events, both locally and nationally. Here are some tips on making the most of Twitter, Facebook and Instagram:

- **Use the official campaign hashtags.** This might seem obvious but the best way to make sure that your posts are included in any official campaign coverage is to incorporate the hashtag **#GetOnlineWeek**.
- **Follow us.** Make sure to follow the official Get Online Week Twitter account ([@getonlineweek](https://twitter.com/getonlineweek)) and mention us in your posts, so we don't miss anything when we're sharing campaign highlights.
- **Use our templates to promote your events.** People who use social media might still be able to get more out of life online, or they may know someone else who can. There's a suite of ready-made images that you can download from [the Get Online Week website](#) - just use the image and add your event details and links to the text of the post.
- **Use your selfie frame.** In your event pack this year, you'll find a frame we've included especially for social media pictures! Take lots of pics of your staff, volunteers and learners at your events posing in the frame (with their permission, of course) and tell us how they've been getting more out of life online, or helping others to do so.
- **Tag in your town.** Including the location of your event as a hashtag (eg. #Sheffield) will help people who are looking for activities near you to find your event.
- **Share and follow back.** Take a look at the hashtag #GetOnlineWeek and see what we're sharing from [@getonlineweek](https://twitter.com/getonlineweek) on Twitter to find other organisations taking part. Give them a follow and share their posts to be part of our campaign family. You might even find some great ideas for your own event.

## Suggested posts

Don't forget - if you're looking for an easy way to get started on social media, check out [our collection of pre-prepared images](#). And here's some suggested messaging for your social posts:

- *We're so excited to be taking part in #GetOnlineWeek 2019! Can't wait to help even more people get more out of life online! Come along during the week of 14-20 October.*
- *Do you know someone who could be getting more out of life online? Bring them along to our #GetOnlineWeek event [**provide time, date and location details**].*
- *Need help with emails? Want to video call but not sure how? Want to start banking online but worried about security? We can help! Come along to our #GetOnlineWeek event to get started!*
- *[**With picture**] Lots of people having fun here at [**venue**] for #GetOnlineWeek! Why not join in to start getting more out of life online too? We're here all week!*
- *Getting the most out of the internet doesn't have to be scary. It's #GetOnlineWeek and we're here to help you get started - for free! You could manage your money online, find a new job or brush up on a skill!*

## Follow us

We'll be sharing lots of news and resources to support the campaign, as well as sharing what other people are up to, so to stay informed about all things Get Online Week, make sure to follow our social media accounts.



[@getonlineweek](https://twitter.com/getonlineweek)



[facebook.com/goodthingsfoundation](https://facebook.com/goodthingsfoundation)



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