



## Digital Toolkit for Scottish Interfaith Week 2023

For event organisers and supporters of Scottish Interfaith Week

## Promoting your event online

Once your event has been published on the Scottish Interfaith Week website, it's time to start promoting your event!

In this toolkit you will find draft tweets and posts, links to downloadable social media graphics, and some useful tips to make promoting your event easier and more effective.

## Tag the festival

Like and follow Scottish Interfaith Week on social media and tag us in your social media posts:

- Facebook – [@FollowSIFW](#)
- Twitter – [@SIFWEvents](#)
- Instagram – [@scottishinterfaithweek](#)

## Use hashtags

Include our hashtags in your social media posts about Scottish Interfaith Week:

- #ScottishInterfaithWeek
- #SIFW2023

You can also use general hashtags relevant to the theme: #InterfaithDialogue #Community #Faith

## Quick tips

Create an event on Facebook to easily share and promote your event, find out how - [Create and Manage an Event \(Facebook Help Centre\)](#).

Post regularly on social media about your event in the lead up to Scottish Interfaith Week. Tag people and organisations involved in your events. Tag organisations you think would be interested in sharing your event with their audience.

Join relevant groups on Facebook and share your event in the groups.

If you have a newsletter, include a link to your event's sign-up form.

Share photos from previous events to build excitement. (Make sure you have the full consent of everyone in the photos.)

## Social media graphics

Use our new graphics in your social media posts. There are six versions for you to choose from.

All versions are available in the right dimensions for Facebook, Twitter and Instagram.

You can download the graphics from our website.



[Download graphics for Facebook](#)



[Download graphics for Twitter](#)



[Download graphics for Instagram](#)

## Example social media posts

Here are some example social media posts you can use to promote your event and encourage people to get involved in Scottish Interfaith Week. We recommend using our downloadable graphics alongside these social media posts.



### Facebook and Twitter

#### **Anytime: Show your support for Scottish Interfaith Week**

Big change starts small. By tending to our friends, neighbours & communities, we can challenge loneliness, break down stereotypes and nurture resilient relationships 🌍 That's why we're looking forward to #ScottishInterfaithWeek 2023. Find out more →

<https://scottishinterfaithweek.org/event>

#### **Anytime: Encourage your friends and followers to get involved in Scottish Interfaith Week**

Scottish Interfaith Week is an exciting opportunity to come together and envision the world we wish to live in. We're looking forward to #SIFW2023 and discovering how we can build community together. Get involved → <https://scottishinterfaithweek.org/event>

#### **When your event is published on the website: Announce your involvement in Scottish Interfaith Week**

We're thrilled to be part of Scottish Interfaith Week 2023! Our event [title] is on [date]. We'd love for you to join us and learn more about [topic]. Find out more → [link to your event on the SIFW website] #SIFW2023

#### **Thursday 12<sup>th</sup> November: 1 month to go until Scottish Interfaith Week**

Only 1 month to go until Scottish Interfaith Week! Our event [title] is on [date]. Check out our event listing for more information → [link to your event on the SIFW website] #SIFW2023

### **Sunday 5<sup>th</sup> November: 1 week to go until Scottish Interfaith Week**

Only 1 week left until Scottish Interfaith Week 🎉 What events have you signed up for? If you've signed up for our event then we look forward to seeing you soon! More information → [link to your event on the SIFW website] #SIFW2023

### **Saturday 11<sup>th</sup> November: 1 day to go until Scottish Interfaith Week**

It's nearly here! Scottish Interfaith Week starts tomorrow and there are so many amazing events in this year's programme → <https://scottishinterfaithweek.org/event> #SIFW2023



Instagram

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## Contact us

If you would like any advice or support with your event, please get in touch with us [info@scottishinterfaithweek.org](mailto:info@scottishinterfaithweek.org).

You can also contact a member of our festival team directly for specific enquiries.

### Festival team

Jill Stevens

Communications and Marketing Manager

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Thank you for taking part in Scottish Interfaith Week  
and connecting with communities!

With thanks from the Scottish Interfaith Week team  
and Interfaith Scotland