



Llangollen 2019

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Volunteer Social Media Toolkit

What makes a good social follower?

On Facebook you can...

- Like and comment on the Eisteddfod's posts
- Share the posts with a comment from yourself as well
- Click attending on the event pages

On Twitter you can...

- Re-tweet and like the Eisteddfod's tweets
- Tag the Eisteddfod in your tweets (@llangollen_Eist)
- Use hashtags when talking about the Eisteddfod (#Llangollen2019)
- Tag any 3rd parties in your tweets (e.g. Sponsors or performers)

On Instagram you can...

- Double tap and like the Eisteddfod's posts
- Tag people who may be interested in the post on the comments so they will see
- Tag the Eisteddfod in story posts
- Join in on polls/ questions etc

Hashtags to use in your posts:

#Llangollen2019 #InternationalEisteddfod #MyEisteddfod #Llanfest

*Use these within your social posts on **key words or topics of interest**. This means that the tweets/posts/pictures will be discoverable by other users who are searching for info on that topic.*

Artists to tag in your posts:

Jools Holland @joolsholland / The Fratellis @thefratellis / The Coral @TheCoral / The Pigeon Detectives @thepigeondetectives / Dodgy @dodgyuk / The Gipsy Kings @thegipsykings / Catrin Finch @CatrinFinchOfficial / Jack Lukeman @jacklukeman / Rolando Villazón @villazonmusic / Rhian Lois – Soprano @rhianloissoprano / Charlotte Hoather @CHoatherSings / Shan Cothi @shancothisoprano / Rhodri Prys Jones Tenor @RhodriPrysJonesTenor / Jamie Smith's MABON @jsmabon

Tag key artists In your posts using @ before their name. They are more likely to see the post and share it with all their followers!

Key info to remember when talking about the Eisteddfod

When is the Eisteddfod? 1st – 7th July

When are the concerts?

Monday 1st July – Jools Holland Concert 7.30pm £35-42

Tuesday 2nd July- Rolando Villazon concert 7.30pm £33-47

Weds 3rd July – Saints and Singers, The Music of Wales concert 7.30pm £20-27

Thurs 4th July- Jamie Smiths MABON 7.30pm £20-27

Friday 5th July- Gipsy Kings concert 7.30pm £35-42

Saturday 6th July- Choir of the World with Catrin Finch 7.30pm £23-30

Sunday 7th July- Llanfest with The Fratellis and The Coral 2pm £39-45

How much are day tickets? Adults £12 / Concession £10 / Family £25 (2 adults) £15 (1 adult)

How to book? Online: www.llangollen.net / Email: tickets@llangollen.net / Phone: 01978 862001

Images

Here is a link to our Dropbox with a selection of generic top images:

https://www.dropbox.com/sh/rvusgo2xbu40d7q/AAAZcT6arwnXTJ9SOMQIZ_nTa?dl=0

Here is a link to our Dropbox with 2019 specific graphics:

<https://www.dropbox.com/sh/vdj64bdp49tjqaz/AAAkVekHox4O7k7JBQTucmWa?dl=0>

Also, feel free to copy and re post any of the images we post on social media.

Videos

Official Youtube channel: <https://www.youtube.com/user/Llangollen1947>

2018 Highlights Film: <https://www.youtube.com/watch?v=VOvLWECgoQ&t=5s>

Inclusion project 2018: <https://www.youtube.com/watch?v=Hfg8tGxyAb8>

Flipbook

Here is a link to our e-leaflet / flipbook for the 2019 Eisteddfod. This is great for those who are distant who won't get hold of a physical copy!

<https://international-eisteddfod.co.uk/flipbook-2019/mobile/index.html#p=1>

“The 2019 Llangollen Eisteddfod e-leaflet is here! Find out who and what's on throughout the week at the flick on your mouse!”

Key Messages about the Eisteddfod

- Where and how to buy tickets
- What's on in 2019

- The history of the Eisteddfod
- The core message of peace

Example Copy

Ideas of things to talk about to get the Eisteddfod noticed:

- Your favourite memories or picture from the years of Eisteddfod
- Your Eisteddfod story- why you are involved, what you like about volunteering
- Who / what you are most looking forward to this year
- During the Eisteddfod making updates of results or what's going on and where
- Sharing articles you see written about the Eisteddfod
- Sharing pictures if you have seen the Eisteddfod out and about

Quotes

Dr Rhys Davies (LIME Chairman) on the Parade of Nations: *"It's always extremely exciting announcing our daytime line-up and we hope that our parade inspires everyone to join us for our week-long festival of music and dance this summer."*

Jo Marsh (Tŷ Pawb's Creative Director) on partnering with the Eisteddfod: *"We are very excited to be working with such a prestigious and highly regarded festival. Llangollen International Eisteddfod is one of the biggest events on North Wales' cultural calendar."*

Edward-Rhys Harry (LIME Music Director) on Music of Wales: *"Wednesday is the centre of the week-long festival and I wanted Welsh music to be at the heart of this year's Eisteddfod. I am honoured and privileged to be able to create a piece in memory of my friend and inspiration, Kenneth Bowen, that celebrates the Land of Song as its very best. He was a long-time collaborator of another of my inspirations William Mathias CBE, and was founder of the London Welsh Chorale whom I have the honour to direct, so it will be a beautiful and emotional evening to have the chorale perform this premiere."*

Dr Rhys Davies (LIME Chairman) on the Rotary Peace Award: *"The initial idea of creating the Rotary International Peace Prize was born at the Llangollen Eisteddfod five years ago and with the festival's initiative of spreading peace, friendship and goodwill across all nations more important than ever, it's with great pride that we're able to highlight peace advocates in an international celebration".*

Charlotte Hoather on winning the 2018 Voice of the future: *"The competition gave me a massive boost. It's been huge for my confidence and helped me push the boundaries of where I could go and what I can do. And the prize money gave me such a massive opportunity to further my career."*

Send us things!

- If you have any ideas, stories, pictures, videos or anything else that you think would make a popular social media story, please send it to our social media team on Lizzi.pepper@llangollen.net

