



Find Your London Festival

Partner Social Media Guide

GLA social accounts

Twitter: [@LDN_gov](#)

Facebook: [LDNgov](#)

Instagram: [ldn_gov](#)

Festival homepage

www.london.gov/uk/findyourlondon

Official hashtag

#FindYourLDN

Social media strategy

- Our approach is aspirational – the festival is all about doing something different/ for the first time. We want to encourage people to learn a new skill or explore a new part of the city
- We will be primarily targeting people aged 25-34 with our posts (as that's our main Twitter audience) but we will also tailor some posts to family audiences

Tips and ideas

- Always use the festival hashtag #FindYourLDN in tweets
- Tag @LDN_gov in tweets so that we can retweet to get more reach for your post
- Try to get at least 3 tweets out per event
- Use visual content – photos always work best!
- Use the empty belly posters to create your own signs to encourage attendees to take and share photo using the festival hashtag
- Use <http://www.bitly.com> to shorten links – they will then take up less space in tweets
- Follow our social accounts and make sure to retweet our posts which are relevant to your event

Questions?

Contact alice.gimblett@london.gov.uk if you would like any further advice on your social media campaign