Social media

There are two main ways you can promote your involvement in The Wild Escape on social media:

1. **Promote your participation**

If your activities for The Wild Escape are confirmed please feel free to share this across your social channels. We've created some branded social assets which you can download [here](https://thewildescape.org.uk/resources), and drafted some example posts which you can find in the appendix to this briefing document.

1. **Amplify the public campaign**

Don't worry if you're still planning your activities for The Wild Escape, you can help amplify the campaign by sharing Art Fund's [social posts about the project.](https://twitter.com/artfund/status/1617812865867710465?s=20&t=4xpin4vTndt0bDN88fVp2w) This will help raise national awareness and generate excitement that you are part of the project, with lots more info to come.

Please use hashtag **#TheWildEscape** when talking about the project in copy on all social media posts and tag **@ArtFund** and **@ACE\_National** (**@Aceagrams** on Instagram)

**Emojis**

When using emojis please stick to examples of UK wildlife: 🐞 🐝 🦋 🦇 🐜 🐛🦔🦉🦡️🦦🐟

Please do not use emojis of non-UK wildlife OR domestic animals OR emojis of anthropomorphised animals, eg: 🐷🙈🦂

**Tags**

Here are the tags of key partners involved in the project:

Twitter tags:  
#TheWildEscape @ArtFund @ace\_national #ACESupported

@WWF\_UK @Natures\_Voice @NationalTrust @EnglishHeritage

Instagram Tags:

#TheWildEscape @ArtFund @RSPB\_love\_nature @aceagrams @WWF @WWF\_UK @NationalTrust @EnglishHeritage #ACESupported

**Example social posts**

Please see below for template posts for you to use across your social media channels.

Twitter

**Quote tweet @ArtFund’s post with comment:**

🐞We’re taking part in this exciting, major new project 👇🦡

Together with 100s of museums & schools this year we'll be celebrating UK wildlife & creativity.

🦔Find out more about the project and how you can get involved artfund.org/thewildescape

#TheWildEscape

**If you know what your activity will be please reply to your above post with a summary. And please include #TheWildEscape in each post for us to share.**

Instagram

🐞We’ve got some exciting news… We’re taking part in a major new @ArtFund project #TheWildEscape ✨  
   
��We’re joining together with 100s of museums and schools to celebrate UK wildlife and creativity

As part of the celebrations, we’ll be [insert overview of your plans as well as dates, if you have them]

🦔 The works children create will be brought together in one epic artwork which imagines a better future for the wildlife on our doorstep. It’ll be launched online and in person in venues across the country on #EarthDay 2023.

Find out more about #TheWildEscape and get updates on how to get involved by following @ArtFund and visiting artfund.org/thewildescape

#TheWildEscape is led by @ArtFund and museums, artists and environmentalists, supported by @aceagrams in partnership with @WWF\_UK, @RSPB\_love\_nature, @NationalTrust and @EnglishHeritage.

LinkedIn

🐞BIG NEWS: We’re excited to be taking part in an exciting, major new project. #TheWildEscape 👇🦡

We’re joining together with 100s of museums & schools this year to celebrate UK wildlife & creativity.

#TheWildEscape is led by **@Art Fund** and museums, artists and environmentalists, supported by @**Arts Council England** in partnership with @**WWF-UK**, **@RSPB,** @National Trust and @English Heritage.

As part of the celebrations, we’ll be [insert overview of your plans as well as dates, if you have them]

🦔 The works children create will be brought together in one epic artwork which imagines a better future for the wildlife on our doorstep. It’ll be launched online and in person in venues across the country on #EarthDay 2023.

Find out more about #TheWildEscape and get updates here: artfund.org/thewildescape

Facebook

🐞Coming soon: We’re taking part in a major new @ArtFund project #TheWildEscape ✨  
   
🦦Together with 100s of museums, schools & families this year we'll be celebrating UK wildlife & creativity.

As part of the celebrations, we’ll be [insert overview of your plans as well as dates, if you have them]

🦔 The works children create will be brought together in one epic artwork which imagines a better future for the wildlife on our doorstep. It’ll be launched online and in person in venues across the country on #EarthDay 2023.

Find out more about #TheWildEscape and get updates here: artfund.org/thewildescape

