

The Great Big Green Week

Social media toolkit for museums



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How to use this toolkit

To help you make the most of The Great Big Green Week we've created this simple toolkit with everything you need to join the online conversation. This includes ideas on how to take part, plus creative assets and template copy for you to use on your social channels.

To access and use the social creative assets:

1. Click the access link in this document.
2. This will open the design template on Canva, where you will find editable and ready to use assets. If you do not already have account, you will need to create one (free).
3. To crop your image into a circle for an editable design, use these instructions.
4. To download a design, simply click the 'Share' button on the top right corner and select 'Download' or 'Share on social'.

Why get involved?

The Great Big Green Week, 10-18 June 2023, is a fantastic opportunity for you to engage with family audiences on social media around topics of climate change and nature.

You can use this moment to:

- Promote your existing events during The Great Big Green Week for maximum exposure.
- Join the conversation about the environment and sustainability with your visitors.

Ways to get involved

1. Run a Great Big Green Week event for your visitors, and upload it to their website. For guidance on how to upload your event, [follow the instructions here](#) or [watch the video guide](#). You can pin existing programming to this event, or [use one of our free activities](#) to offer an event and raise your profile.
2. Write [Letters to Tomorrow](#), sharing your organisation's hopes for the future if we tackle climate change – and your fears about what life will be like if we don't take action now. Or, ask your visitors to write letters during Great Big Green Week.
3. Share on social media what you are doing as an organisation to help make a cleaner, greener world.
4. And much more! For more ways your organisation can be involved, [take a look at The Great Big Green Week's partnership toolkit](#).

Instagram posts and stories

Use the Instagram posts to share a permanent post directly on your main feed.

[Access the Instagram templates here](#)

[Access the Instagram templates here \(Welsh\)](#)

Use the Instagram stories to share a 24-hour temporary post on your story.

[Access the Instagram story templates here](#)

[Access the Instagram story templates here \(Welsh\)](#)



Ready to use post



Editable copy & image post



Editable copy post



Facebook posts

Use the Facebook posts to share on your channel.

[Access the Facebook templates here](#)

[Access the Facebook templates here \(Welsh\)](#)



Ready to use post



Editable copy & image post



Editable copy post

Twitter posts

Use the Twitter posts to share on your channel.

[Access the Twitter templates here](#)

[Access the Twitter templates here \(Welsh\)](#)



Ready to use post



Editable copy & image post



Editable copy post

Template copy: option 1

Facebook and Instagram:

Calling families! We're hosting an event for #GreatBigGreenWeek and #TheWildEscape on [date]. Join us in this nationwide celebration of community action to tackle climate change and protect nature. Find out more [link to your website/GBGW event listing]

Twitter:

📣 families – join our #GreatBigGreenWeek #TheWildEscape event on [date]. Take part in this nationwide celebration of community action to tackle climate change and protect nature. [link to your website/GBGW event listing]



Template copy: option 1 (Welsh)

Facebook and Instagram:

Yn galw teuluoedd! Rydyn ni'n cynnal digwyddiad ar gyfer #GreatBigGreenWeek a #TheWildEscape ar [\[dyddiad\]](#). Ymunwch â ni yn y dathliad cenedlaethol hwn o weithredu cymunedol i fynd i'r afael â newid hinsawdd ac amddiffyn byd natur. Rhagor o wybodaeth yma [\[dolen i'ch gwefan/manylion digwyddiad GBGW\]](#)

Twitter:

📣 teuluoedd – ymunwch â'n digwyddiad #GreatBigGreenWeek #TheWildEscape ar [\[dyddiad\]](#). Cymerwch ran yn y dathliad cenedlaethol hwn o weithredu cymunedol i fynd i'r afael â newid hinsawdd ac amddiffyn byd natur. [\[dolen i'ch gwefan/manylion digwyddiad GBGW\]](#)



Template copy: option 2

Facebook and Instagram:

To celebrate #GreatBigGreenWeek, we want to share one way we are helping make a cleaner greener world. We're taking part in #TheWildEscape, the largest ever collaboration between UK museums inspiring children to creatively respond to the threat to UK nature by looking for animals in museum collections [\[or copy about your museum's green activations\]](#).

Twitter:

To celebrate #GreatBigGreenWeek, here's one way we're helping make a cleaner greener world - we're taking part in #TheWildEscape, the largest ever collaboration between UK museums inspiring children with art and nature [\[or copy about your museum's green activations\]](#).



Template copy: option 2 (Welsh)

Facebook and Instagram:

I ddathlu #GreatBigGreenWeek, rydyn ni eisiau rhannu un ffordd rydyn ni'n helpu i wneud byd glanach a gwyrddach. Rydyn ni'n cymryd rhan yn #TheWildEscape, y cydweithrediad mwyaf erioed rhwng amgueddfeydd y DU sy'n ysbrydoli plant i ymateb yn greadigol i'r bygythiad i fyd natur y DU trwy chwilio am anifeiliaid yng nghasgliadau amgueddfeydd [neu gopi am weithgareddau gwyrdd eich amgueddfa].

Twitter:

I ddathlu #GreatBigGreenWeek, dyma un ffordd rydyn ni'n helpu i wneud byd glanach a gwyrddach - rydyn ni'n cymryd rhan yn #TheWildEscape, y cydweithrediad mwyaf erioed rhwng amgueddfeydd y DU sy'n ysbrydoli plant gyda chelf a natur [neu gopi am weithgareddau gwyrdd eich amgueddfa].



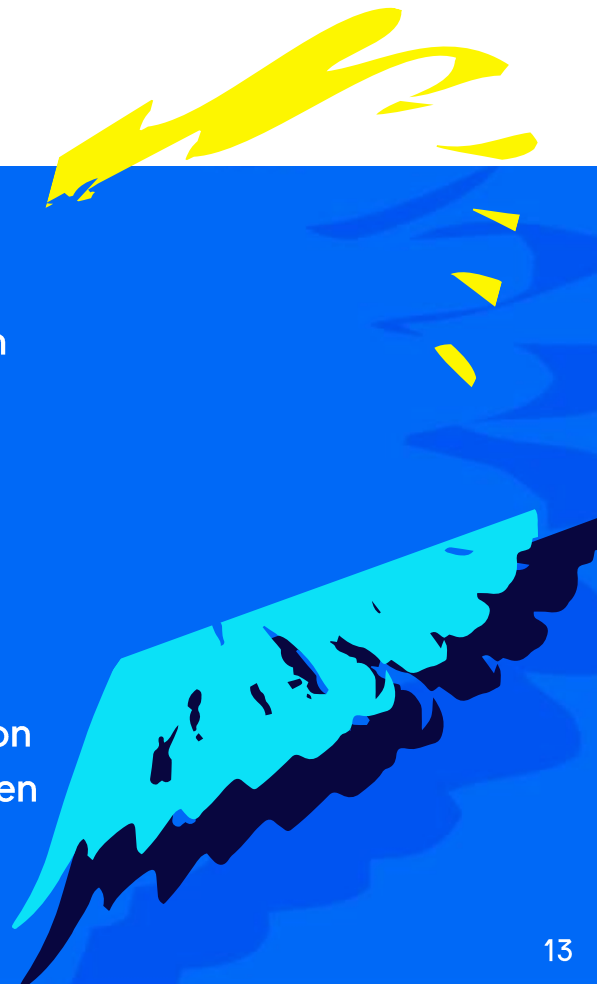
Template copy: option 3

Facebook and Instagram:

Families, do you want to be part of the UK's biggest call for action on climate change? Visit us during #GreatBigGreenWeek, 10-18 June, and get children inspired to create an animal drawing and add it to #TheWildEscape epic digital collective artwork celebrating the UK's spectacular nature thewildescape.org.uk

Twitter:

We're inviting families to take part in the UK's biggest call for action on climate change by visiting us in #GreatBigGreenWeek. Inspire children to create an animal drawing and add it to #TheWildEscape digital collective artwork celebrating UK nature thewildescape.org.uk



Template copy: option 3 (Welsh)

Facebook and Instagram:

Deuluoedd, a ydych chi am fod yn rhan o alwad fwyaf y DU i weithredu ar newid hinsawdd? Ymwelwch â ni yn ystod #GreatBigGreenWeek, 10-18 Mehefin, ac ysbrydoli plant i greu llun anifail a'i ychwanegu at waith celf cyfunol digidol epig #TheWildEscape sy'n dathlu natur ysblennydd y DU thewildescape.org.uk

Twitter:

Rydyn ni'n gwahodd teuluoedd i gymryd rhan yng ngalwad fwyaf y DU i weithredu ar newid hinsawdd drwy ymweld â ni yn #GreatBigGreenWeek. Ysbrydolwch blant i greu llun anifail a'i ychwanegu at waith celf cyfunol digidol #TheWildEscape sy'n dathlu natur y DU thewildescape.org.uk

This is the first time we've worked with Canva in this way and we'd love to know what you think. Tell us how you found using this toolkit:
museums@artfund.org

If you have any questions about the project, please get in touch:
thewildescape@artfund.org

If you have any issues uploading your event to The Great Big Green Week website, please contact:
contact@greatbiggreenweek.com



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