Promote your summer openings and events with



Saltdean Lido. Credit: Xavier Buendia.

Take part in our next social media moment by sharing a post with the #HeritageIsOpen hashtag on 23 June 2025.

Celebrate your heritage project and let people know about upcoming events, what they can visit, or when your project is opening.

Our social media moments reach thousands of users and regularly trend in the top five so getting involved is a great way to acknowledge your grant and reach new audiences.

How to take part

- Share a social media post at **9am on Monday 23 June 2025**.
- Feature information on your heritage project, summer events, openings and a great image.
- Include **#HeritageIsOpen** and tag **@HeritageFundUK**.
- Use the social media platforms you like to use best.
- Carry on using the hashtag throughout the summer to share highlights from your events and projects.

We lov ur posts, r own trips.



The Natural History Museum gardens. © The Trustees of the Natural History Museum, London.

Looking for ideas?

Here are some draft posts to get you going:

- We’re joining @HeritageFundUK in celebrating #HeritageIsOpen! This #summer you can visit (insert project and information)
- #HeritageIsOpen and we are thrilled you can visit (insert heritage project, place or event) from (insert date). Thanks to support from #NationalLottery #HeritageFund @HeritageFundUK
- Thanks to support from @HeritageFundUK you can visit (insert heritage project, place or event) to find out about (insert information) #HeritageIsOpen

More dates for your social media calendar

November 2025. Each autumn we say #ThanksToYou to National Lottery players with Crossed Finger Selfie Day. Share your Heritage Fund project along with a crossed finger selfie to spread the word about the fantastic good causes that The National Lottery funds.

January 2026. Look out for our annual #HeritageTreasures day in January. This is a moment to share your fantastic heritage stories, objects, places and people.

And remember to tag us in your heritage project update posts and use **#NationalLottery #HeritageFund**. Thank you for taking part and we look forward to seeing your social media posts!



John Webb's windmill at Thaxted, Essex. Credit: Acabashi, Wikimedia Commons.



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The Connaught Hall with its intricate ceiling by William Burges. Credit: Maison Dieu.



Inside the new shipbuilding gallery which is showcasing the area's rich heritage. Credit: The Dock Museum.

Sharing Barrow's past, present and future