

# Promote your summer openings and events with our #HeritagelsOpen campaign

28/05/2024



The Natural History Museum Garden. Credit: The Trustees of the Natural History Museum.

Take part in our next social media moment by sharing a post with the #HeritagelsOpen hashtag on 21 June 2024.

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 Friday 21 June 2024**.
- Feature information on your heritage project, summer events, openings and a great image.
- Include **#HeritagelsOpen** and tag **@HeritageFundUK**.
- Use the social media platforms you like to use best. We will be prioritising Instagram, X and Facebook.

- Carry on using the hashtag throughout the summer to share highlights from your events and projects.

We love to get your heritage projects trending and spread positive news across the web. We will share and like your posts, and will keep sharing the fantastic heritage openings and happenings all summer alongside content from our own trips.

As this year marks our 30th birthday, we will also be sharing projects from the last 30 years. If you would like to highlight an older project that is still open for the public to visit then please do take part.



Saltdean Lido. Credit: Saltdean Lido CIC.

## Looking for ideas?

Here are some draft posts to get you going:

- We're joining @HeritageFundUK in celebrating #HeritagsOpen! This #summer you can visit (insert project and information)
- #HeritagsOpen 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) #HeritagsOpen

For more inspiration you can explore [last year's posts on X](#).

## More dates for your social media calendar

**September 2024.** This autumn we're celebrating our 30th birthday. Keep an eye out for the birthday toolkit coming soon and share a happy birthday social media post in September using #NationalLottery30.

**11 January 2025.** Join our annual #HeritageTreasures day on 11 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!



[Children from the local community reveal the name of Fern the Diplodocus. Photo: Trustees of the Natural History Museum.](#)



[t this summer?](#)

[Staff from Darlington Borough Council and Hopetown.Darlington at the new visitor attraction. Photo: Ellen Hunter.](#)

## [Hopetown: celebrating the North East's railway heritage](#)



Staff outside The Story. Photo: Durham County Council.

## **A new home for County Durham's historic collections**