

# SOCIAL MEDIA TOOLKIT

## What is the Green Festivals Pilot Programme?

The Green Festivals Programme is an environmental initiative funded by Cork County Council to support the reduction of waste at festivals throughout the county. Three local Cork festivals have signed up to the pilot programme, Youghal Medieval Festival, Clonakilty International Guitar Festival and Timoleague Harvest Festival. Working with sustainable events company Native Events, festival organisers have undertaken training and waste reduction workshops. This social media toolkit will help each festival promote their participation in the Green Festivals Programme and encourage festival attendees to take actions to reduce waste.

## How to use the social media toolkit:



1. Suggested messages have been provided for **before, during and after** the festival - these are in the table below. Your communications teams can use these messages exactly as they are written or as a guide, adding in your own tone of voice, style etc.
2. **Images/assets have been provided** in the Images folder within the Social Media Pack. Suggested image(s) have been recommended for each message, but please feel free to mix and match.
3. The messages have been designed with Facebook and Instagram in mind, but can be shortened for Twitter. The image sizing should be OK for all social platforms.



## Social Media tagging & hashtags


- Please use @corkcoco for Instagram and either @corkcocoenviro and/or @corkcoco for Facebook and Twitter.
- #GreeningCorkCounty is the official hashtag used by Cork County Council for their environmental initiatives. Other recommended hashtags are: #CreativeClimateAction, #SustainableFestivals

## Suggested social media posts - in the run up

In the weeks leading up to the festival your social media teams can use the following posts to raise awareness of your participation in the Green Festival Programme and how attendees can play a part.

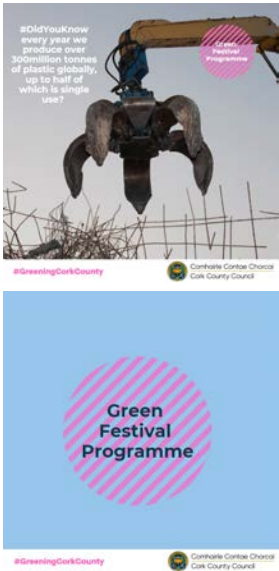
Purpose	Message	Suggested Image to use
<p>Partnership announcement</p>	<p>This year we're excited to bring you a more sustainable and environmentally friendly festival as part of @corkcocoenviro's/@corkcoco's Green Festival Programme ♻️</p> <p>One of the impacts of festivals is excessive waste generation, but festivals can also be a testing ground to help find solutions to the waste problem. Over the last few months we have been learning about waste and its impact on our communities and environment. Working with sustainability experts @nativeevents we have come up with ways to start reducing the waste impact of our festival.</p> <p>Keep an eye out for our waste reducing initiatives over the coming weeks!</p> <p>#GreeningCorkCounty</p>	
<p>What we're doing</p>	<p>Did you know that XX festival has signed up to @corkcocoenviro's/@corkcoco's Green Festival Programme? This year we aim to reduce the amount of waste we produce at our festival, here's some of the steps we're taking this year:</p> <ul style="list-style-type: none"> <li>🗑️ Refill stations to reduce single use plastic</li> <li>🍴 Providing certified compostable food serveware</li> <li>📄 Electronic tickets to reduce paper waste</li> <li>♻️ Waste and recycling bin systems</li> </ul> <p>We're excited to take the steps towards reducing waste at Cork's festivals and community events. Please help us by bringing your refillables and reusables!</p> <p>#GreeningCorkCounty</p>	

<p>Call to action = bring refillables and reusables</p>	<p>#DidYouKnow every year we produce over 300million tonnes of plastic globally, up to half of which is single use?</p> <p>Help us reduce our plastic waste this year by bringing your own refillables and reusables to the festival - you can refill at stations, local cafés and food outlets across the venue. Check out @refillireland app to see where you can get free tap water refills.</p> <p>We are turning to waste reduction as a more effective way of addressing our waste problem, as recycling doesn't tackle the problem of waste volume and incineration.</p> <p>#GreeningCorkCounty</p>	
<p>Call to action = bring refillables and reusables</p>	<p>Are you heading to xx festival this year? Did you know we are pledging to reduce our environmental impact as part of @corkcocoenviro's/@corkcoco's Green Festival Programme?</p> <p>This year we're installing water refill stations across the venue and working with local cafés and food outlets to enable festival goers to stay hydrated without the need for single-use plastic. Don't forget to bring your refillables!</p> <p>#BringYourOwn #SayNoToSingleUse #GreeningCorkCounty</p>	



<p>Call to action = don't print paper tickets</p>	<p>We're going paperless for this year's festival!</p> <p>This means you don't need to print your tickets, simply download them to your phone and our team will scan your e-ticket at the entry points.</p> <p>As part of @corkcocoenviro's/@corkcoco's Green Festival Programme we're reducing unnecessary waste where possible, starting with paper and single-use plastics. Don't forget to bring your reusables and refillables too!</p> <p>#GreeningCorkCounty</p>	
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**Suggested social media posts - on the day/during the event**

Please use these messages during the week or weekend of the festival in order to raise awareness of how festival attendees can help reduce waste and of your participation in the Green Festival Programme.

Purpose	Message	Suggested Image to use
<p>Partnership reminder + instructions for the day</p>	<p>Will you be joining us at xx festival this week/over the next few days?</p> <p>As part of@corkcocoenviro's/@corkcoco's Green Festival Programme we've pledged to reduce our waste volume. Here's how you can help us:</p> <ul style="list-style-type: none"> <li>🚰 Remember to #bringyourown water bottles and reusable coffee mugs to help us keep waste to a minimum.</li> <li>🗑️ When packing for the event, plan ahead and bring less with you.</li> <li>🗑️ Use bins provided at the event to separate your waste.</li> </ul> <p>#GreeningCorkCounty</p>	

<p>Interesting statistic + call to action</p>	<p>We need your help! We've pledged to reduce our waste at this year's festival as part of @corkcocoenviro's/@corkcoco's Green Festivals Programme.</p> <p>Globally every year we produce over 300million tonnes of plastic, up to half of which is single use. Working with sustainability experts @nativeevents we've come up with a number of ways to reduce festival waste.</p> <p>Help us reduce our plastic waste by bringing your own refillable bottle. You can fill up at stations, cafés and food outlets around the event. Check out the@refillireland app for details ➡️</p> <p>#GreeningCorkCounty</p>	 <p>Green Festival Programme</p> <p>HELP US MAKE THIS YEAR'S FESTIVAL MORE SUSTAINABLE</p> <p>#GreeningCorkCounty</p>  <p>#GreeningCorkCounty</p>
<p>Use bins/keep event tidy</p>	<p>If you're joining us this week/weekend, please remember to respect the local surroundings and use the bins provided. Respect the event site and local surroundings.</p> <p>This year we've signed up to @corkcocoenviro's/@corkcoco's Green Festival Programme and have pledged to reduce our waste.</p> <p>#GreeningCorkCounty #LeaveNoTrace</p>	 <p>THINK BEFORE YOU THROW</p> <p>GENERAL WASTE</p> <p>RECYCLES</p> <p>FOOD &amp; COMPOSTABLE ITEMS</p> <p>#GreeningCorkCounty</p>  <p>LEAVE NO TRACE TAKE YOUR RUBBISH HOME</p> <p>#GreeningCorkCounty</p>  <p>BE SOUND DONT LITTER THE GROUND</p> <p>#GreeningCorkCounty</p>

<p>Call to Action</p>	<p>Help us to reduce the volume of waste generated at this year's festival. Although we're hoping for sunshine 🙌☀️ you can never be too sure with Irish summer weather so check the weather forecast beforehand and bring a raincoat or umbrella if needed ☔</p> <p>Single use ponchos are a good example of waste we may not consider.</p> <p>#GreeningCorkCounty</p> <p>@corkcocoenviro's/@corkcoco's</p>	
<p>Call to Action</p>	<p>Joining us at xx festival this week/weekend?</p> <p>Remember to reduce your waste by thinking before you throw and use compostable bins provided for food leftovers and compostable items.</p> <p>#GreeningCorkCounty</p> <p>@corkcocoenviro's/@corkcoco's</p>	

**Suggested social media posts - After the event**

<span style="margin-right: 200px;">Message</span> <span>Suggested image to use</span>	
<p>TBC</p>	<p>TBC</p>