Social Media Toolkit

V1.2

DigiKnowVember – Social Media Toolkit

Event Timeframe: Monday 4th November to Friday 8th November

Thank you for supporting DigiKnowVember week.

DigiKnowVember is a Renfrewshire wide programme which seeks to offer a range of various digital events and activities led by citizens and businesses across Renfrewshire. By collating and promoting a range of activities provided by organisations taking part, we aim to boost digital inclusion and awareness across the region.

Being a part of DigiKnowVember will help to showcase the work you already do as an organisation and support collaboration across the DigiRen network – something that can help everyone!

In this social media toolkit you will find promotional materials to support online posting and conversations on various social media websites and formats, including the DigiKnowVember logo and social media packs which can be downloaded to use with your preferred online network.

Please note that each social media type has a blank template if you wish to design your own messages. This is a community effort, and we would love for you to use the artwork here to design your own posts. The DigiKnowVember square main logo (shown on page 1) is also included in the kit and can be used on any of the various social media websites.

If you have any other queries or would like to discuss other approaches, please contact James.McKee@renfrewshire.gov.uk and Ross.McNicol@renfrewshire.gov.uk who will attempt to assist you further.

Contents

Health and Safety

All event holders are responsible for keeping your participants safe at your events.

It is best practice to complete a risk assessment for your event and implement any mitigation strategies you may need to keep everyone safe and the event running smoothly. Many organisations already have a risk assessment template that you can use for your event- if not, free event risk assessment templates are available online.

Some things to look out for include trip hazards from cables, injuries from moving event materials or equipment, ensuring catering is stored and served safely, and the event space is accessible. If your event will be held outdoors, plan what you will do in case of rain or extreme weather. Consider any government health advice or venue requirements in your risk assessment.

Social Media ToolKit - Artwork

The artwork and pre-made templates for DigiKnowVember are hosted online.

The Artwork Toolkit contains all the ready to post artwork for Facebook, X, LinkedIn and Instagram within a zipped file – this is around 12mb in size. There are also logos and templates you can use for creating your own posts.

You can download these materials using the link below.

Complete Social Media Artwork Package (Zipped – 12mb):

https://engagerenfrewshire.org/couch/uploads/file/digiknowvember-toolkit.zip

If you have any issues with the file directly, you can download it on the Engage Renfrewshire website, on their Toolbox page here, under 'DigiKnowVember': Toolkits and Guides | Engage

Social Media Messages

Facebook, LinkedIn and Instagram

Pre-Event

Renfrewshire is hosting DigiKnowVember, 4th-8th November, for a week of digital inclusion events both in person & online. A number of organisations are taking part, leading the way in digital inclusion and support for our citizens. Find out more at [Digiren Network | Resources | Engage (engagerenfrewshire.org)](engagerenfrewshire.org) #DigiKnowVember #DigiRen

Between 4th - 8th November, a host of digital events are happening across Renfrewshire in person and online as part of DigiKnowVember. These events are supporting digital inclusion, helping our citizens with digital support, learning and access to the internet. Find out more [Digiren Network | Resources | Engage (engagerenfrewshire.org)](engagerenfrewshire.org) #DigiKnowVember #DigiRen

During DigiKnowVember

We're proud to be taking part in #DigiKnowVember, a week long series of digital inclusion events across Renfrewshire. To find out what's on offer for our citizens, check out the DigiRen page at EngageRenfrewshire [Digiren Network | Resources | Engage (engagerenfrewshire.org)](engagerenfrewshire.org) #DigiKnowVember #DigiRen

This week we are helping bridge the digital divide for the 1 in 6 Scottish adults who lack digital skills for life as part of DigiKnowVember, Renfrewshire's week of digital inclusion events [Digiren Network | Resources | Engage (engagerenfrewshire.org)](engagerenfrewshire.org) #DigiKnowVember #DigiRen

Post Event

We're committed to making a difference by helping people get online. A huge thank you to all the people who helped make DigiKnowVember a force for digital inclusion across Renfrewshire! #DigiKnowVember #DigiRen

X (Formerly Twitter)

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Hashtags

When promoting the DigiKnowVember event, please use the hashtag **#DigiKnowVember**, with the capital letters included as this will allow screen readers used by people with visually impairments to hear the hashtag spoken in a meaningful way.

Please also use the **#DigiRen** tag too, as this will group all DigiRen relevant posts for easy searching by the public.

Note that X only allows two hashtags, please use #DigiKnowVember only, if you need to use one of your own hashtags alongside it.

List of relevant hashtags to promote DigiKnowVember

#DigiKnowVember

#DigiRen

#DigitalInclusion

#Renfrewshire

Tagging (Using Online Handles)

To promote your event even further, you can tag both Renfrewshire Council and Engage Renfrewshire in your event posts. Remember to include the @ symbol in the handle as it will not tag properly without this included.

The handles used to tag these organisations are below:

Organisation	Facebook Handle	X Handle	Instagram Handle
Renfrewshire Council	@renfrewshirecouncil	@RenCouncil	@renfrewshire_council
Engage Renfrewshire	@engagerenfrewshire	@EngageNews1	/

Organisation	YouTube Handle	LinkedIn Handle
Renfrewshire Council	@renfrewshirecouncil	@renfrewshirecouncil
Engage Renfrewshire	@engagerenfrewshire1166	/