



HM Government

REDISCOVER

Summer

TOOLKIT

Toolkit purpose and contents



This toolkit is for stakeholders, influencers and organisations to get behind the **#RediscoverSummer** campaign.

We are encouraging families to get back out and rediscover summer safely after a year of missed opportunities. The campaign brings together a range of activities for children, young people and families this summer.

Throughout the summer holidays, we're focusing on a different theme each week to inspire parents and families across reading, nature, creativity, sport, community and heritage.

Contents of this toolkit:

- What the campaign looks like
- How to get involved
- Social media assets
- Sample text for newsletters
- Links to branding and assets

What does the campaign look like?



This campaign will be driven by your content and we'd love to work with you, encouraging families to sign up and enjoy the wealth of activities on offer.

We'll be:

1. Launching a [page](#) on gov.uk **on the 10 of July, when our external facing comms begins.** The page will signpost to a range of activities on offer.
2. Creating and sharing stories and activities through creative content on social media.
3. Sharing your activities to help amplify the opportunities you have on offer.

Themed weeks:

- Week 1: **Reading** (26 July - 1 Aug)
- Week 2: **Sport** (2 - 8 Aug)
- Week 3: **Creativity** (9 - 15 Aug)
- Week 4: **Nature** (16 - 22 Aug)
- Week 5: **Heritage** (23 - 29 Aug)
- Week 6: **Community** (30 Aug - 5 Sept)

How to get involved



What you can do:

- Use our creative toolkit (page 7)
- Use the **#RediscoverSummer** hashtag when posting about your activities on social media
- Share content including video clips, photos, adverts or first person pieces like blogs and quotes to promote activities on your social media channels
 - Please also share your creative content with DCMS* as we'd like to promote your work on our social channels to showcase what's on offer
- Tell us about key moments and activities you want us to support so we can amplify these on social media and add them to our gov.uk page and shorthands

* You can share content with us at: rediscover-summer@dcms.gov.uk

Social media copy



Please use **#RediscoverSummer** in your posts so that we can re-share content.

Example social media posts

- From reading challenges to nature walks, there are so many ways to **#RediscoverSummer** safely
- Rediscover what's nearby this summer. **#RediscoverSummer** safely
- From [example] to [example], there is so much on offer to **#RediscoverSummer** safely
- You don't have to travel far to make memories this summer, **#RediscoverSummer** safely with us

Place specific social media posts

- We're supporting the **#RediscoverSummer** campaign and encouraging families to explore what's on offer this summer, including **[insert location/attraction]**
- There's so much out there for you to enjoy safely this summer. **#RediscoverSummer** and visit **[insert location/attraction]**
- Visit **[insert location/attraction]** and **#RediscoverSummer** safely

These are by no means compulsory, so please feel free to use as inspiration.

Sample copy for articles or newsletters



We are proudly supporting the #RediscoverSummer campaign, encouraging people to safely rediscover the range of activities and events the summer has to offer.

The past year has been difficult for all of us, which is why we're encouraging families to safely make the most of their summer. We're joining up with #RediscoverSummer to highlight some of the amazing things to do during the school holidays, helping you enjoy quality time with your family and friends.

The campaign will focus on a different theme each week - from reading to nature - and we'll be sharing lots of inspiring things to see and experience safely. So keep your eyes peeled and search #RediscoverSummer

Social media assets



You can download the Rediscover Summer assets at: <https://we.tl/t-YZAXSG5Ez0>

The toolkit contains: Logo artwork and guidance, social media graphics (both generic and strand specific), social channel headers, animated video end frames and transparent overlays to use across your own social media assets.

