



**Visit Northumberland**

Love it like it's yours

June 2021

**DRUMMOND  
CENTRAL**



## What is included?

Your toolkit contains everything you need to get the campaign up and running fast. We would encourage you to use as much of the content as you can, so it gets as much exposure as possible and delivers maximum impact. However, a range of different elements have been included, so you can choose which ones feel right for you.

### **Here's what's included:**

**Cheat Sheet** – A cheat sheet of everything you need to know.

**Mocked up social posts** – Mocked up examples of social posts.



## Content

### Videos

Scenes of our beautiful countryside with a compelling message to help keep it that way.

### Static posts

Stills photography for social media that features the stars of our campaign.

### Post copy for assets

Suggested post copy that captures the spirit of the campaign and can be tweaked to suit your tone of voice.

### Social headers

Perfectly sized campaign banners to upload to your Twitter and Facebook.

### Facebook frames

Campaign profile frame to show your support and help spread the word every time you post. Search 'Northumberland' to personalise your profile picture.





## Cheat sheet

### What's the aim of the campaign?

With restrictions likely to still be in place for international travel, UK domestic tourism is set to boom. We want to show that the people of Northumberland are really looking forward to welcoming visitors again, especially the ones who'll treat the county with respect, behave responsibly, and enjoy it in a safe and friendly way.

### Striking the right tone

We have lots of important messages to get across to our visitors, but we don't want to be killjoys. It's not about finger-wagging, it's about helping people get the best out of their visit by offering them friendly guidance and support.

We want to come across as warm, welcoming and always helpful. Northumbrians absolutely love where they live and this should shine through in our messaging. We want to encourage visitors to enjoy themselves, but leave Northumberland as unspoilt as they found it.

### Keep our images unspoilt

We've made sure all of our hero images are beautifully shot and carefully crafted. They already look stunning so there's no need to re-crop or add additional filters.

### Hashtags

Please use the following hashtags to increase the campaign's shares and reach. We can also use the heart emoji to add a friendly touch and mirror our visual style:

**#Northumberland** 🧡 **#LoveltLikeltsYours**

### Accounts to tag

Visit Northumberland **@visitnorthumberland**  
Northumberland County Council **@N\_landCouncil**  
Discover our land **@discoverland**  
Northumbria Police **@northumbriapol**  
Visit Northumberland **@VisitNland**  
Visit Northumberland DMO **@VisitNlandbiz**  
Northumberland National Park **@NlandNP**  
Northumberland Coast AONB **@northcoastaonb**  
North Pennines AONB **@NorthPennAONB**  
Forestry England **@ForestryEngland**  
Natural England **@NaturalEngland**  
Visit Kielder **@visitkielder**  
North East Ambulance Service **@NEAmbulanc**  
Northumberland Fire and Rescue Service **@NlandFRS**  
Visit Hexham **@visitHexham**  
Visit Corbridge **@visitcorbridge**  
Visit Berwick **@visitberwick**  
Visit Alnwick **@visitalnwick**  
Hjem Restaurant **@hjem**  
Pint Sized Farmers **@pint-sizedfarmers**  
Howick Coastguard **@howickcoastguardrescueteam**  
Footsteps Northumberland **@footstepsnorthumberland**

This is good practice, and can also help your post get a wider reach.



# Video



 visitnorthumberland 



visitnorthumberland In Northumberland, we love where we live and we love sharing it with others too. That's why we're launching our 'Love it like it's yours' campaign, encouraging people to enjoy our beautiful county and leave it unspoilt.  
[#Northumberland](#)  [#LoveItLikeItsYours](#)



# Campaign Social Posts

**Visit Northumberland**

Social Posts - Northumbrians Love...



 visitnorthumberland ⋮



visitnorthumberland David Berrisford from Bellingham's Camping and Caravanning Club loves it when you only camp in legal campsites, BBQ in designated areas, and take your camping equipment home. Make David's day when you pitch up in Northumberland.  
#Northumberland ❤️ #LoveltLikeltsYours

 visitnorthumberland ⋮



visitnorthumberland Northumberland National Park Ranger, Margaret Anderson, loves it when you take your litter home, don't add to overflowing bins, and put your dog's poo bags in the bin. Do Margaret proud when you visit her neck of the woods.  
#Northumberland ❤️ #LoveltLikeltsYours

 visitnorthumberland ⋮



visitnorthumberland Walking Guide, Patrick Norris, loves it when you plan your route and check the weather, wear walking boots and layered clothing, and carry a bottle of water. Follow Patrick's lead when you're here for a ramble.  
#Northumberland ❤️ #LoveltLikeltsYours

**Visit Northumberland**

Social Posts - Northumbrians Love...



 visitnorthumberland



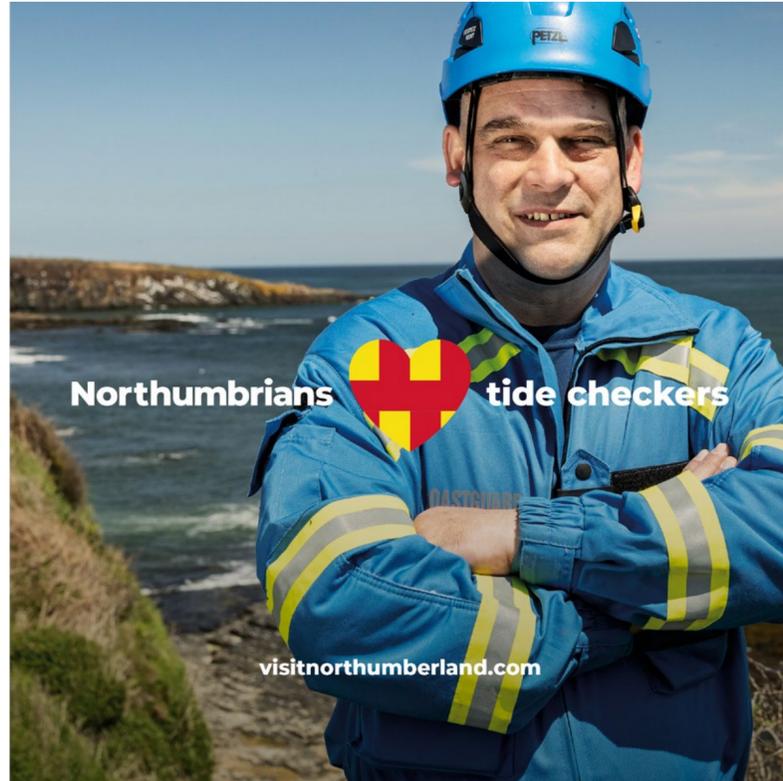
Northumbrians  wildlife lovers

visitnorthumberland.com



visitnorthumberland Charlotte Reid from Allen Valleys Wildlife in Allendale loves it when you follow countryside signs, keep your dog on a lead and under control, and leave gates as you find them. Show Charlotte you're a creature of good habits.  
#Northumberland  #LoveltLikeltsYours

 visitnorthumberland



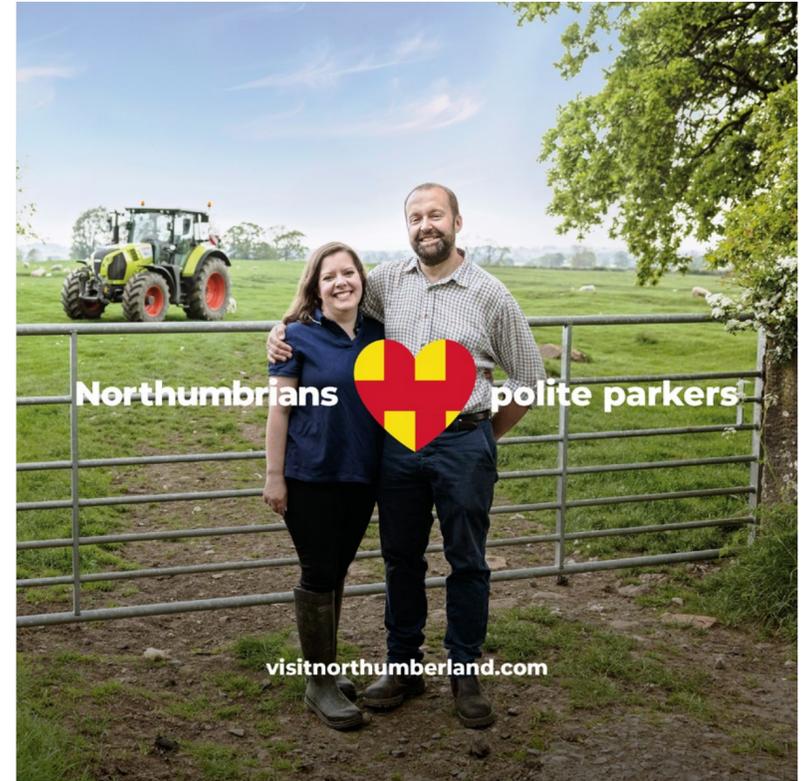
Northumbrians  tide checkers

visitnorthumberland.com



visitnorthumberland Howick Coastguard Station Officer, Ian Woods, loves it when you check tide times before you head to the coast, and stay aware of the tide direction. Follow Ian's advice to stay safe and make the most of our coast.  
#Northumberland  #LoveltLikeltsYours

 visitnorthumberland



Northumbrians  polite parkers

visitnorthumberland.com



visitnorthumberland The Urwins from High House Farm in Matfen love it when you always use designated car parks, only park in spaces and places you're supposed to, and never block access gates. Put some smiles in your miles.  
#Northumberland  #LoveltLikeltsYours

**Visit Northumberland**

Social Posts - Northumbrians Love...



 visitnorthumberland



Northumbrians  friendly folk

visitnorthumberland.com



visitnorthumberland Alex Nietosvuori, chef at Restaurant Hjem in Hexham, loves it when you're nice and say hello to other visitors, share the space considerately, and be kind to locals who live and work here. The perfect ingredients for an enjoyable visit.  
#Northumberland  #LoveltLikeltsYours

 visitnorthumberland



Northumbrians  savvy cyclists

visitnorthumberland.com



visitnorthumberland Cycling fanatic Peter Harris loves it when you plan where to park; don't drop gels, wrappers, or empty bottles; and slow down when riding through villages. If you see him when you're out on a ride, give him a friendly wave.  
#Northumberland  #LoveltLikeltsYours

 visitnorthumberland



Northumbrians  canny visitors

visitnorthumberland.com



visitnorthumberland To all the canny folks who visited Northumberland over the summer months, thank you for respecting our beautiful county and loving it like it's yours. We can't wait to welcome you back.  
#Northumberland  #LoveltLikeltsYours



# Social Header Images







# Facebook Profile Frame

