

Brand “Dundee” Social Media Guide

Social media experts from agencies across the city have met to come up with a brief guide to helping us become more connected and effective at sharing content and extending our reach.

Sharing Hashtags

Why? – It will help build up brand recognition of the city amongst audiences and help us to share audiences. It will help us be found in this internet world. It will hopefully also convey a sense of unity and a city which is coming together to promote its assets and activities.

There are a range of hashtags being used which are specific to organisations, campaigns and activities. However there were also hashtags which were generic and would be the ones which it would be great for everyone to use to create momentum.

#Top 4 Generic hashtags

#dundeeisnow

This is our take on the Scotland is now campaign and is the main one we should try to use across all our social media

#lovedundee

This one is emotive and a reflection on anything we do which promotes the city positively and creates a sense of pride. . Already used by public and by the One City, Many Discoveries campaign. Creates a sense of pride.

#Sunnydundee

This is part of a city wide PR campaign we launched last year and remains a popular theme.

#Taycountry

This is part of our regional campaign, please add to your hashtag list whenever promoting the city and region to visitors

We would ask city stakeholders to consider using these on their posts whenever possible. There are a list of other more specific hashtags which might be better used if more directly relevant to your content.

More Specific hashtags

We would suggest you use the top 4, but if it makes sense to also use these listed below where appropriate.

Tourism specific

#destinationdundee #visitdundee #dundee

Arts Culture and Design

#VADundee #Unescocitiesofdesign #dundeeculture #musicdundee #dundeedesign #dundeeart

National /Visit Scotland

#scotland #scotlandisnow

#Sharing content

As well as sharing press releases with key PR contacts, it would be useful to also share any relevant social media campaign plans to allow pre planning. We have a list of key contacts that can be shared by contacting us directly.

#6 moments for the city in 2019 we can all celebrate, share and create content.

Design Month (May)

Antiques Roadshow (June)

Summer Streets Festival (July)

Festival of the Future (16 -20 October)

V&A 1 year anniversary (September)

Christmas Festivities (from mid-November)

We think these events offer a significant opportunity for us all to get behind as well as using your own content designed to be relevant for your own audiences if necessary. We would suggest that whatever the #hashtag for these events is, this is used along with your own and of course one of our top 4 generic hashtags.

digital influencers

Many of us are working with digital influencers, bloggers and the media more generally. It is suggested that we encourage them to include one of the generic hashtags in any pieces/posts they create about the city.

We look forward to seeing our reach and engagement grow through a partnership approach to social media

For further info contact Jennifer.caswell@dundee.gov.uk

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