

TIME TO GET SOCIAL

Are there opportunities to promote your own business and/or region in celebration of the year of Coasts and Waters 2020? We've created some example social media posts for use across your own social channels. Remember to always post with [#YCW2020](#) it will help make a huge splash about Scotland's incredible Coasts and Waters.

TELL YOUR FOLLOWERS ABOUT THE YEAR OF COASTS AND WATERS 2020

Twitter

In 2020 Scotland will be celebrating its Coasts and Waters with a year-long programme of events and activities. So, 'water' you waiting for, we've got lots on offer here in ['insert region/business'](#) to wet your appetite for the Year of Coasts and Waters 2020 [#YCW2020](#)



Facebook

Come on in the water's lovely! In 2020 Scotland will be celebrating its Coasts and Waters with a year-long programme of events and activities making a huge splash about all that Scotland's waters have to offer.

So 'water' you waiting for... now is the time to dive in and discover Scotland's Coasts and Waters! [#YCW2020](#)



Instagram



Come on in the water's lovely! In 2020 Scotland will be celebrating its Coasts and Waters.

So 'water' you waiting for... we've got lots on offer here in ['insert region/business'](#) to wet your appetite for the Year of Coasts and Waters 2020 [#YCW2020](#)



Why not use an image from your region or business to inspire and attract visitors during [#YCW2020](#)

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PROMOTING THE YEAR OF COASTS AND WATERS 2020 MARKETING TOOLKIT

Twitter

Come on in the water's lovely! 2020 is dedicated to Scotland's Year of Coasts and Waters with a year-long programme of events and activities. It's time to dive in and discover how to get involved with Scotland's 2020 themed year visitscotland.org/ycw2020 [#YCW2020](https://twitter.com/YCW2020)



Facebook

Dive in now to make the most of Scotland's Year of Coasts and Waters 2020. Find useful resources and handy tips on how you and your business can engage with Scotland's 2020 themed year: visitscotland.org/ycw2020

So 'water' you waiting for... now is the time to start making a huge splash about Scotland's Coasts and Waters! [#YCW2020](https://twitter.com/YCW2020)



Instagram



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