Tips for social media

We’ve provided some top tips on how to write good social media posts – and to help your project win those all-important votes.

* Try to describe what your project does and how it will help the people you support if you win
* Include images or a short video to show everyone what you do. Pictures with people in them work best, but make sure you have the necessary consent to use them
* Be creative and [use emojis](https://www.piliapp.com/twitter-symbols/) (but not too many!) to catch people’s attention
* Ask people to share your tweet as well as vote for you, so that more people see your message
* Use **#PeoplesProjects** in your tweet so everyone knows why you’re asking for votes
* Always include a link to the voting website in your tweet: [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk)

**Please note:** We expect that you will also support your cause by arranging your own publicity, but please do not use paid-for advertising as this creates an unfair advantage for projects. Please do not organise or promote any competition or incentive relating to The People’s Projects and your nomination to encourage people to vote. Don’t forget to check that your promotional work is checked for accuracy too.

Templates tweets for you to use

Below are some template tweets to help get your campaign started. You can also adapt these to use on Facebook or Instagram.

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| Help our project to win up to £50,000 by voting for us in the #PeoplesProjects 👉 [www.thepeoplesprojects.co.uk](http://www.thepeoplesprojects.co.uk)  Vote for us in the @ITVWales region! T&Cs apply, closes midday 15 April |
| Vote for us in #PeoplesProjects and we can [what you will do with the funding]!  Show your support, view T&Cs and vote at [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk) |
| We need your help to make a difference in our community 💪 Vote for us in the #PeoplesProjects and we could win a share of £3million of National Lottery funding!  Vote now and view T&C’s: [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk) - closes midday 15 April |
| Help our project to win up to £50,000 of National Lottery funding by voting for us in #PeoplesProjects! 👉 [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk) T&Cs apply 🎉 |
| Do something good today and vote for us in the #PeoplesProjects – help us to win a share of £3million of National Lottery funding 🙌  Vote and view T&Cs: [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk) - closes midday 15 April |
| Your vote could help us win National Lottery funding in the #PeoplesProjects 👍  Go to [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk) to cast your free vote (T&Cs apply). |
| We’re so excited to be in with a chance of winning the #PeoplesProjects!  Vote by midday on 15 April 2019 and we could win up to £50,000 to support our community: [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk) 👏 T&Cs apply |
| Have you voted for us in #PeoplesProjects? We need your support to help us secure #NationalLottery funding!  Vote now for free at [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk) ✅ closes midday 15 April - T&Cs apply. |