



WOMEN & GIRLS FESTIVAL

Comms Pack



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Introduction

This comms pack will enable you to promote the Women and Girls Festival, including downloadable social media assets and posters.

Objective:

This communications pack aims to support you in communicating with your audiences about the upcoming event, assuring their participation and support.



Key Messages

For this event we are looking at two key messages:

1

The significance of partner involvement and contribution in promoting an event aimed at getting women and girls into sport and physical activity.

2

Focus on tackling inequalities and empowering the community to ensure participation in sport and physical activity is both enjoyable and accessible for all.

Delivery of Messages

When delivering the messages above, either through social media or print, here are some key reminders to include:

1. Excitement about the upcoming event.

E.g. 'Mark your calendars and prepare to celebrate the brilliance of women and girls in sport and physical activity'

2. Details on the event's format, timetable, and themes.

- Date – Saturday 8th June
- Time – 11am – 3pm
- Variety of providers with activities aimed at women and girls

3. Clear instructions for registration

- Book using this link:
<https://www.eventbrite.co.uk/e/women-girls-festival-tickets-846931704527>



Social Media Guide

Instagram, Facebook, X and LinkedIn will be the main social media channels for promoting this event.

We have created a number of social media graphics alongside messaging, which can be used across your preferred channels to help raise awareness of this event. Graphics are available in different sizes to suit each channel.

General Tips

- Keep it short – you will get most engagement through short posts.
- Include a clear call-to-action – let people know what you want them to do e.g “click the link to book your free space”.
- Use the hashtag **#Women&GirlsFestival** to be more involved.
- Use emotive language such as ‘Don’t miss out’ or ‘Save your spot’, ‘Get your free ticket now before time runs out – feel free to repost any of our social media posts aswell.

Communication Channels

The main communication channels we will be using to promote this event will be:

Social Media: Posts on Instagram, Facebook, X and LinkedIn (see below)

- Instagram, Facebook and X to focus on Business-2-Consumers
- LinkedIn to focus on professionals

Print: Printing of posters and flyers to be displayed in key areas.

- Flyers to focus on Business-2-Consumer

We have created some suggested social media posts as a guide which can be tweaked to suit your own tone of voice.

Please tag **@sportinherts** and **#Women&GirlsFestival**



Bringing more local activities to you

WOMEN & GIRLS FESTIVAL

Come and try a range of Sport and Physical Activity

Bring your own picnic

Hemel Hempstead
Coronation Fields, Bennetts End

8TH June **11AM-3PM**

Register for your **FREE** ticket now

[Download all our social media assets here](#)



Instagram

Are you a women/girl or know someone looking at getting more physically active?

Come down to our Women and Girls Festival to try a variety of sports and activities.

 Hemel Hempstead

 Saturday 8th June

Register for your FREE ticket now using the link in our bio

#Women&GirlsFestival

Please note that Instagram does not allow hyperlinks in captions so please add the following link to your bio:

<https://bit.ly/WomenandGirlsFest/>



Facebook

Calling all women and girls looking to start a healthier and more active lifestyle...

Come down to our Women and Girls Festival to try a variety of sports and activities.

 Hemel Hempstead

 Saturday 8th June

Register for your FREE ticket now 

<https://bit.ly/WomenandGirlsFB>

#Women&GirlsFestival



Twitter (X)

Attention all women and girls ready to embrace a more active lifestyle!

Join us at the Women and Girls Festival in Hemel Hempstead on Saturday 8th June.

Discover a variety of sports and activities. Don't miss out, click [**here**](#) to get your FREE ticket [**#Women&GirlsFestival**](#)



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The poster features a dark blue background with silhouettes of people cheering. At the bottom, there are logos for the following organizations: Hemel Hempstead Council, everyone ACTIVE, APEX, Hemel Hempstead, and Herts Sport & Physical Activity Partnership.



LinkedIn

☀️ Get Involved ☀️

Did you know that “39% of women aged 16 and over are not active enough to get the full health benefits of sport and physical activity” – Sport England

Do you deliver sport and physical activity sessions local to Hemel Hempstead?

Do you want to make a difference by getting involved at the Women and Girls Festival on Saturday 8th June?

By participating, you'll not only raise awareness about your services but also contribute to a larger cause of promoting health, diversity, and inclusion.

Interested in getting involved? Reach out to us today to learn more about how you can be a part of this event.

Email k.fryer2@herts.ac.uk



Poster

Please note that posters and flyers should ONLY be used in print and should NOT be used on social media, here are some tips:

General Tips

- Identify high-traffic areas where your target audience is likely to see your poster.
- Ensure that your posters comply with any regulations or guidelines for posting in public spaces.
- Use appropriate adhesives or mounting hardware to securely attach your posters to walls or display boards.
- Consider using frames or protective coverings to prolong the life of your posters, especially in high-traffic areas.
- Regularly check the condition of your posters and replace any that are damaged or outdated.
- Opt for high-resolution printing to ensure clear and sharp images and text.

[Download poster and flyer here](#)



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everyone
ACTIVE



If you have any more questions then
please contact @k.fryer2@herts.ac.uk



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