



WALES NATURE WEEK
29 June - 7 July 2024

CELEBRATING NATURE

Follow us



#WalesNatureWeek

Partner Briefing Pack

WELCOME TO WALES NATURE WEEK 2024!

Welcome to Wales Nature Week, the annual celebration of nature showcasing the wonderful habitats and species of Wales.

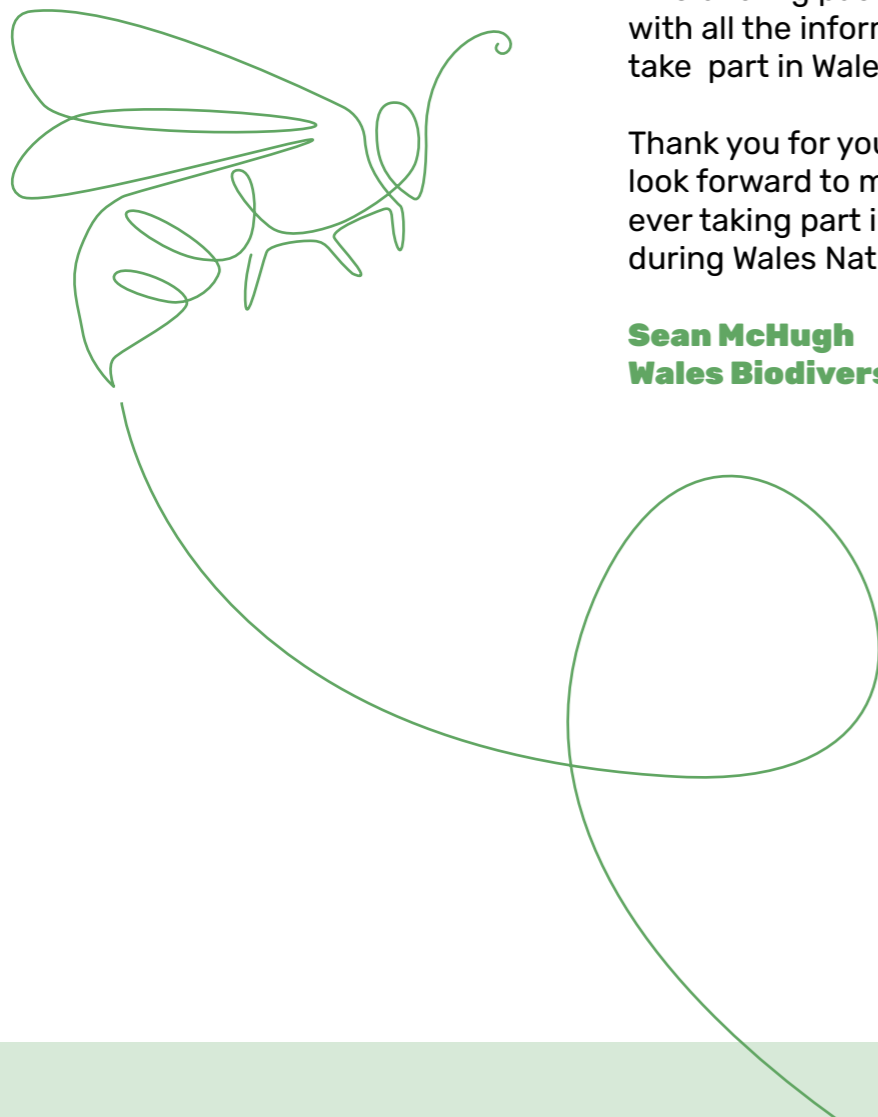
Wales Nature week is for everyone in Wales. At its heart, it's an invitation to people from all walks of life, encouraging them to explore and engage with nature in their local area. We know that contact with nature, through your help, can inspire a lifelong commitment and forge a movement of like-minded people acting for nature across Wales.

Wales Nature Week is a celebration of the nature of Wales and is also a great opportunity to spread the word about the activities and campaigns your organisation is making to safeguard our precious nature.

This briefing pack provides you with all the information you need to take part in Wales Nature Week.

Thank you for your support. We look forward to more people than ever taking part in your events during Wales Nature Week 2024!

Sean McHugh
Wales Biodiversity Partnership

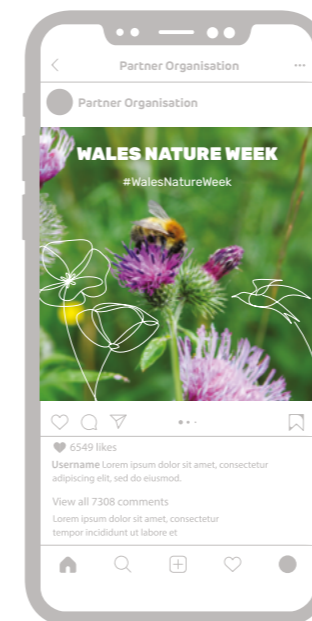


How you can help

As a valued Wales Nature Week partner you are invited to plan and run events during nature week. What's more we will signpost people to your web site so they can learn first-hand about all the amazing work you do and allow them to access resources and events you offer throughout the year.

We have therefore created a suite of social media posts for you to issue to show your support for Wales Nature Week, with no design editing required. We would be grateful if you could simply use them as part of your everyday social media output, as your network of followers is invaluable for engagement with nature during Wales Nature Week.

Together, our Partner organisations can achieve more for Wales Nature Week and we thank you for your support.



1. Your Social Media Resources

This briefing pack gives you access to social media graphics for you to issue as a post, backed by your individual message.

To download these social media resources, please visit our resource page below.

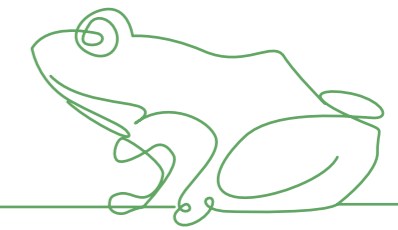
[Download Here](#)

With your help we can celebrate nature and spread the word about the fantastic nature projects your organisation or project is carrying out across the length and breadth of Wales.

We are on the following platforms:

- [Instagram](#)
- [Facebook](#)
- [Twitter/X](#)
- [Wales Nature Week website](#)
- [Email us](#)

So, please keep a look out for us and if possible follow, share and like, we would be most grateful.



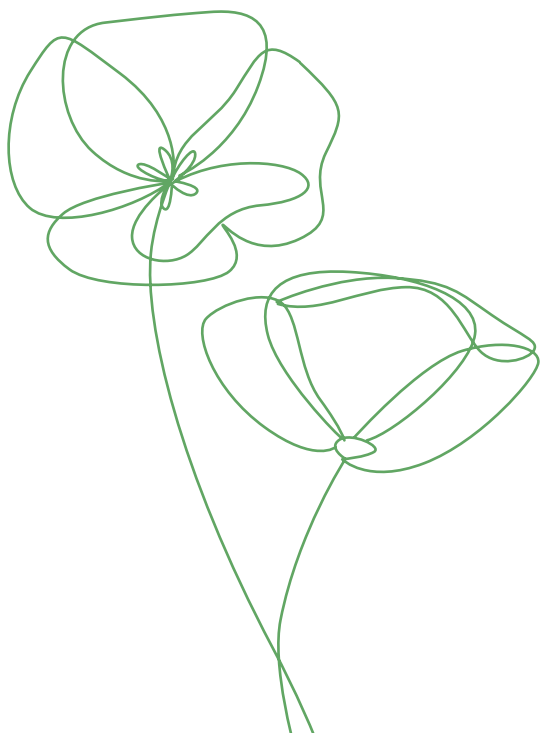
How you can help

2. #WalesNatureWeek Hashtag

We would also be grateful if you could use the hashtag [#WalesNatureWeek](#) on your posts so that we can raise awareness of Wales Nature Week across social media platforms. This will also enable us to monitor the uptake and effectiveness of Wales Nature Week social media activities via shares and likes.

3. Become a Wales Nature Week partner

Have you considered becoming a Wales Nature Week partner? Let us know if your organisation or project is taking part and we will feature your logo and website link on our partner page.



4. Central Communications

Wales Nature Week will be issuing social media posts based around our main messages and interacting with partner posts. We will also be directing people to partner events taking place in the week. This will reinforce and assist your promotional activity.

5. Add Your Event to our Events Web Page

To be part of Wales Nature Week you simply need to organise an activity or event where people can celebrate nature! Your organisation or your projects event programme is particularly suitable as it covers a broad range of events and it's simply a case of picking out an event(s) that takes place between 29th – 7th July.

We have a dedicated web page:

www.biodiversitywales.org.uk/wales-nature-week

Your Local Nature Partnership coordinator is also there for support at any time of the year not just in Wales Nature Week.

THANK YOU!