



LET'S GET SOCIAL

We have almost 40,000 people following us across Facebook, Twitter and Instagram who are all very passionate about the South West Coast Path. They love hearing about the work we do to look after the Path, which of course is helped by your business membership fees, as well as getting other things from us like travel tips, holiday inspiration and all the local insider knowledge about where to eat, drink, stay and what to do whilst visiting the South West.

When it comes to sharing the best about the South West, we know no one knows your local area like you do! So why not join in the conversation and start talking to our growing audience? To help, we're giving you a sneak peak on some topics that might be particularly relevant to help promote your business. We're also introducing Post About the Path Thursdays, a new monthly social media post we'll put out that you know will be coming and can like, share or comment on to reach new users. Scroll down to see what business topics we'll be posting about over the next quarter and follow us to make sure you don't miss anything else we **put out!**

POST ABOUT THE PATH THURSDAYS

On the third Thursday of every month, we'll post about something topical, seasonal and relevant for businesses like yours, giving you a chance to raise your profile on the Path and reach walkers looking to stay, eat and drink and take part in experiences along the way. For example, we'll be asking people to recommend their favourite pasty shop, campsite or boutique B&B. The post will encourage our followers to comment and tell us about places they love to visit on the Path – which might include you! We'll also be telling you about upcoming National Days/Weeks/Awareness Months that might be relevant to you, as they can be a great way of attracting more customers to your business at key points through the year.

Here's how you can use the following monthly posts to get the most out of them for your business

Share: Share the post on your own social media pages and add your own comment about your business. Make your comment relevant to any special offers or news that's relevant to the post and link it back to your website where customers can find out more or book.

Comment: Post a comment on our social media page under the post - make sure it's short, relevant and newsworthy and links back to your own website for more information.

Follow us: Follow us on Facebook, Twitter and Instagram. Following us means that our social media posts will appear in your timeline, making sure your existing and potential customers know you're a supporter of the Path and welcome walkers.

Hashtags: Use the suggested hashtags when you share the post on your own page as a way of capturing new social media followers with an interest in walking.

JULY

SUMMER SUNDOWNERS: There's nothing better than finishing off your day on the Path with a summer sundowner. Let us know your favourite spot for resting those tired feet, enjoying the view and watching the sun go down as you enjoy your favourite tipple.

NATIONAL MARINE WEEK: 27th July – 11th August

Wildlife Trusts across the South West are celebrating all things marine this week – tell us about some of your favourite spots on the Path for spotting and enjoying marine wildlife – whether that's a rockpool ramble on your favourite beach or seal, dolphin and bird watching from the Path.

[#NationalMarineWeek](#)

For more information visit: <https://www.wildlifetrusts.org/get-involved/campaign/national-marine-week>

AUGUST

AFTERNOON TEA WEEK 12 – 18th August

Whether it's cucumber sandwiches and gateaux or hearty doorstep sandwiches and a Westcountry cream tea, afternoon tea is a truly English tradition and a great way to finish off your day out on the Path. Help us to celebrate Afternoon Tea Week by letting us know what you'll be doing to celebrate this special week or where your favourite stop off is along the South West Coast Path for a cuppa and cakes.

[#AfternoonTeaWeek](#)

For more information visit: <https://afternoontea.co.uk/blog/the-afternoontea-co.uk-team/afternoon-tea-week-2019/>

SEPTEMBER

NATIONAL HERITAGE DAY 13th – 22nd Sept

From ancient bronze and iron age burial sites to coastal defences, castles and fortifications and from religious sites, chapels and churches to important industrial heritage like mining, quarrying, lime-burning and fishing, the South West Coast Path is rich in heritage. What's the most interesting heritage site on the Path you've discovered?

For more information: <https://www.heritageopendays.org.uk/>. See next page for useful heritage walk links.

Useful Links: <https://www.southwestcoastpath.org.uk/about-coast-path/heritage-walks/swcp-defence-walks/>

<https://www.southwestcoastpath.org.uk/about-coast-path/heritage-walks/industrial-heritage-walks/>

<https://www.southwestcoastpath.org.uk/about-coast-path/heritage-walks/swcp-religious-walks/>

<https://afternoontea.co.uk/blog/the-afternoontea-co.uk-team/afternoon-tea-week-2019/>

MESSING ABOUT ON THE WATER

School's out for summer, the Path is in full bloom and there's plenty of scope for messing about in or on the water – where will you be stopping off for a wild swim, learning to paddleboard, surfing or boating near the Path?

SEPTEMBER

NATIONAL HERITAGE DAY 6th Sept

Coast Path part of our national heritage – what heritage things for people to see

10 GREAT REASONS TO WALK THE PATH IN AUTUMN

Theme: EASTER (19th April)

THE GREAT EASTER OUTDOOR EXPERIENCE HUNT

Spring is well and truly on it's way and we're on the hunt for new experiences along the Path which are helping you to complete your great outdoor Easter experience. So whether it's paddleboarding, dolphin watching or learning to surf, or taking in local heritage and visitor attractions, tell us what you've found to make your great coast path experience even better.

Theme: Dog Friendly Accommodation

Our Paws on the Path competition is coming to an end on April 14th - if you're a dog friendly accommodation provider, share out posts during this month with your guests and help them to win prizes for themselves and their dogs! (<https://www.southwestcoastpath.org.uk/love-the-coastpath/competitions/>)

Theme: UK Coffee Week 16 – 22 April National Tea Day 21 April

GRAB A COAST PATH CUPPA

To celebrate national UK Coffee Week and National Tea Day this month, we'd like to know where you enjoy your favourite coast path cuppa or coffee. MAY

Theme: National Camping and Caravanning Week (28th May – 1st June)

NATIONAL CAMPING AND CARAVANNING WEEK

Over 60% of campers and caravanners say that hiking and walking is their favourite thing to do, What's your favourite camping spot, glamping experience or place to park up your van along the Path? JUNE