

#UniqueDistrict – Marketing Peak District & Derbyshire’s new social media campaign

Social media has changed the way we all connect, communicate and share information, this is particularly relevant when planning a destination to visit.

A recent VisitBritain survey highlighted that over **77% of people use social media at some stage in planning a holiday/short break** and this will only increase.

On the 1st September we will therefore be launching our exciting new hashtag campaign - #UniqueDistrict.

The campaign, beginning on 1st September will run throughout 2018 and aims to get visitors to the area sharing their **#UniqueDistrict** moments, sharing them with their friends and family; spreading the word of what a truly outstanding place the Peak District and Derbyshire is and encourage more people to come, stay and experience it for themselves.

#UniqueDistrict is not simply things that are unique to the area; Blue John, Bakewell Pudding, to name but two, but is about things that excite and inspire visitors – every experience, landscape, great meal etc. that is **unique to them!**

1st September launch

We are launching the campaign with an initial two month long competition across our three social media platforms; **Twitter (@vpdd), Instagram (@VisitPeakDistrict) and Facebook (VisitPeakDistrict).**

Leading with Twitter at 1.00pm on 1st September we will be tweeting a video promoting the campaign and use of the hashtag.

Competition entry is easy, people will simply need to **upload their pictures** taken in the Peak District/Derbyshire using the **#UniqueDistrict** .

This could be anything that inspires them; breath-taking scenery; taking part in an activity such as rock climbing, walking, caving etc; a selfie at one of the areas many wonderful attractions; relaxing over a meal with friends or at their accommodation; anything at all that best depicts their unique experience in the area!!

We will then **share the best entries across our Twitter and Instagram accounts, choosing a winner at random.**

We need your help!

To get this campaign off to a flying start we need you to get behind it and push it out through your social media channels too!!

What we need you to do:

- 1.00pm 1st September - @vpdd will be tweeting the video, please look out for our tweet and retweet it!
- 10.00am 3rd September – post the following on your twitter:

Head to @vpdd to enter their Twitter #competition to win AMAZING prizes – just upload a Peak District or Derbyshire picture, tag @vpdd plus #UniqueDistrict to enter!

Attaching one of the images below - please contact Rebecca on rebecca.read@marketingpdd.com who will happily send you images to use!





This is just the initial campaign launch – more information will be coming soon – look out for upcoming industry newsletters for more ways that you can be involved!