

# HANGING IN THERE

#BeadingWeek



24th July - 1st August 2021

[www.internationalbeadingweek.com](http://www.internationalbeadingweek.com)

## Help us spread the word: Social media tool kit

Get involved with **International Beading Week** and celebrate the joy of beading with your followers using our social media guide.

International Beading Week is open to everyone! This year we have a theme for International Beading Week (IBW) to celebrate the positive mental health impacts that beading has with the tagline: 'HANGING IN THERE'.

We will have daily prompts to help you and your followers get involved on social media. Throughout the week we will be sharing tips, ideas, free patterns and beaders' stories on our channels - and we would love to read your stories too!

Please help us spread the word about beading by tagging the Beadworkers Guild in all of your social media posts and use the hashtag #beadingweek.



@beadworkers



BeadworkersGuild



InternationalBeadWeek



Beadworkers Guild

## How can you get involved?

- Share our posts in the lead up to and during IBW
- Share your own posts or use our suggestions below. You'll also find a whole bank of images and graphics [here](#).
- Use the prompts to tell us about your company and beading life
- Tag #BeadWeek to join in the fun!

## Suggested posts

1. We're excited to be taking part in @beadworkers #InternationalBeadWeek (July 24 - Aug 1). Join us and share your passion for beading. Find out more and download free patterns and beading goodies today: [www.internationalbeadingweek.com](http://www.internationalbeadingweek.com) #BeadWeek
2. It's @beadworkers #BeadWeek! What are you doing to mark the week? It's not too late to get involved! Visit [www.internationalbeadingweek.com](http://www.internationalbeadingweek.com) to find out more and download free beading goodies!
3. Hanging In There - do you love a beaded tassel? It's #BeadWeek and this year's theme celebrates the positive impact of beading on #MentalHealth. We'd love to see your beaded tassel creations. Don't forget to share them with @beadworks to take part in the prize draw!

You can  
download lots  
of images and  
graphics for  
sharing from the  
IBW website

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## Daily Prompts

On the next page are the official themes and daily prompts for the 2021 IBW. Feel free to download the chart (available in our [Media Pack](#)) as a reminder and share it with your audience to encourage as many people to take part as possible!

We have two different prompts per day; a theme to encourage you to share pictures of your beaded creations - and a 'Tell us' so you can share your beading stories, tips and more!

### Saturday 24th July

**Theme:** Tassels: Hang on in there with the BWG - bead it and swing it!

**Tell us:** What are your beading hopes and plans for the next year?

### Sunday 25th July

**Theme:** Peyote: Just keep beading and it will all click into place.

**Tell us:** Tell us your storage hacks.

### Monday 26th July

**Theme:** RAW, CRAW & PRAW: Will always seem impossible unless you try!

**Tell us:** How you sit and where you bead?

### Tuesday 27th July

**Theme:** Herringbone: Tackling life two beads at a time.

**Tell us:** Groups... online vs face to face - for you, what are the negatives and benefits?

### Wednesday 28th July

**Theme:** Brick Stitch: Build great projects with Brick stitch!

**Tell us:** Beadmat spot test - show us what your bead mat looks like right this moment (no tidying!)

### Thursday 29th July

**Theme:** Random Beading: Bead soup - the ingredients of creativity!

**Tell us:** What's next on your learning wish list?

### Friday 30th July

**Theme:** Shaped Beads: Different shapes - new beading opportunities.

**Tell us:** What do you do with your makes? (Do you sell, keep, gift, display?)

### Saturday 31st July

**Theme:** Bead embroidery: Who needs therapy when you've got beads & fabric?

**Tell us:** What's the weirdest place you've ever beaded?

### Sunday 1st August

**Theme:** Ropes: When you reach the end of your rope, breathe and add a tassel!

**Tell us:** Beading advantages of lockdown? eg online classes, virtual friends.



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## Resources

You'll find plenty of official IBW resources and assets [here](#) to help you with your social media planning including:

- Daily prompts reminder chart
- Graphics and images
- IBW logo files

Keep an eye on the Beadworkers Guild YouTube channel for exclusive videos from some of our ambassadors!

## FAQs

### What is International Beading Week?

International Beading Week was set up by the Beadworkers Guild. It has grown into a worldwide event that celebrates our passion for stitching with beads. The original ethos of our idea was (and still is) to educate and encourage the wider public to participate in beading, to support bead traders so we can continue to have an excellent source of supplies and to have some fun sharing our passion with others in our local area. You can find out more [here](#).

### How do I join in?

Simply tag #BeadingWeek in your posts on your social media channels. You can also tag the @Beadworkers on Instagram or The Beadworkers Guild or International Beading Week pages, as well as in the [International Beading Week Facebook group](#).

### Do I have to post every day?

Absolutely not! We'd love it if you do but there's no pressure. This is a fun way to celebrate International Beading Week!

### I missed the beginning of the week, can I still join in?

Of course - you can play catch up or just dip in and out as you like!

### Can I create my own graphics to promote the week?

Yes! In our [Media Pack](#) you'll find the Beadworkers Guild and International Beading Week logos which you can download and use in your own designs. Just remember to tag us in your posts!



@beadworkers



BeadworkersGuild



InternationalBeadWeek



Beadworkers Guild



#BeadingWeek

#BringingBeadworkersTogether

#BeadworkersGuild

#InternationalBeadWeek

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