

# FLOWERS OF THE WORLD

#BeadingWeek



23rd - 31st July 2022

[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's theme for International Beading Week (IBW) celebrates the truly global nature of the beading community with **FLOWERS OF THE WORLD**.

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.

## 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
- Use the prompts to tell us about your company and beading life
- Tag #BeadingsWeek to join in the fun!

## Suggested posts

1. We're excited to be taking part in @beadworkers #InternationalBeadingsWeek (July 23 - 31). 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) #BeadingsWeek
2. It's @beadworkers #BeadingsWeek! 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. Flowers of the World - It's #BeadingsWeek and this year's theme celebrates our global beading community. We'd love to see your beaded floral creations celebrating national flowers of the world. Don't forget to tag them with @beadworkers so we get to see them!



@beadworkers



BeadworkersGuild



InternationalBeadingsWeek



Beadworkers Guild

The social media pack includes IBW logos & a daily prompts graphic

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## Daily Prompts

On the next page are the official themes and daily prompts for the 2022 IBW. Feel free to use the IBW prompt graphic from this pack as a reminder and share it with your audience to encourage as many people to take part as possible!

We have a different prompt each day along the floral theme, broken down geographically, to motivate you to share pictures of your beaded creations! There really are no rules; official flowers, unofficial national flowers, floral tributes that bring to mind a specific country or evoke a special trip for you - we are excited to see your floral beaded creations from around the world!



### Saturday 23rd July

**UK:** Share your beaded roses, thistles, daffodils and shamrocks, or maybe the flowers inspired by an English country garden.

### Sunday 24th July

**Europe:** Whether it's a sunflower, fleur-de-lis, tulip or cornflower, we'd love to see your interpretations for your country of choice.

### Monday 25th July

**Asia:** Chrysanthemums, plum blossoms, ratchaphruek and orchids are just some of the blooms to share today!

### Tuesday 26th July

**Oceania:** The golden wattle, tagimoucia, sepik blue orchid; what technique is your creation beaded with?

### Wednesday 27th July

**South & Central America:** Orchids, flower of izote, ceibo, Kantuta bush - what will be your flower of choice?

### Thursday 28th July

**Africa:** Impala lilies, Costus Spectabili, or maybe it's a beaded flower design made using a traditional African-style technique?

### Friday 29th July

**Antartica:** You'll have to get creative for this one - frost flowers, pearlwort, floral, inspired snowflakes, what will it be?

### Saturday 30th July

**North America:** Roses, Dahlias, Lignum Vitae, Niviarsiaq - or maybe for you it will be some Huichol-inspired flowers?

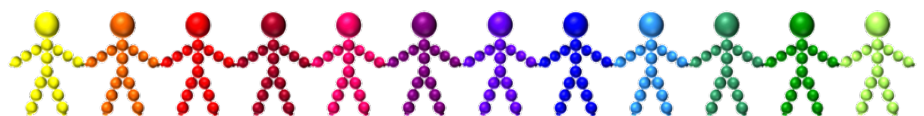
### Sunday 31st July

**Global:** Any thing goes! Share your floral beaded makes and tell us why they make your heart sing!

## Resources

You'll find plenty of official IBW resources and assets in this pack to help you with your social media planning including:

- Daily prompts reminder chart
- IBW logo files



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## FAQs

### What is International Beading Week?

International Beading Week was set up by the Beadworkers Guild in 2015. 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 this pack you'll find the International Beading Week logo which you can download and use in your own designs. Just remember to tag us in your posts!

#Beadworkers

#BringingBeadworkersTogether

#BeadworkersGuild

#InternationalBeadworkers

 @beadworkers

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