

# Celebrate!

#InternationalBeadingWeek



27th July - 4th August 2024

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

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

Get involved with **International Beading Week** (IBW) and celebrate the joy of beading with your followers using our social media guide. IBW is open to everyone! This year's theme for IBW invites you to **Celebrate!**

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 #InternationalBeadingWeek.



@beadworkers



BeadworkersGuild



InternationalBeadingWeek



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

## Suggested posts

1. We're excited to be taking part in @beadworkers #InternationalBeadingWeek (27th Jul - 4th Aug). 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) #InternationalBeadingWeek
2. It's @beadworkers #InternationalBeadingWeek! 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. **Celebrate** - It's #InternationalBeadingWeek and as part of our 25th anniversary celebrations, we would love to see what celebratory related projects you may have already made. Don't forget to tag them with @beadworkers so we get to see them!

The social media pack includes IBW logos & a prompts graphic

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## Daily Prompts

We've simplified our daily prompts for IBW 2024, as you'll see below we only have prompts for some of the days during the week, but there will still be plenty of inspiration to help you get involved! 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! These prompts are here to help motivate you to share pictures of your beaded creations throughout the week! There really are no rules; we are excited to see your beaded creations or designs, incorporating the theme of celebration, shared from around the world!

### Saturday 27th July

#### Celebrations - Show & Tell:

As part of our 25th anniversary celebrations we would love to see what celebratory related projects you may have already made.

### Sunday 28th July

#### Celebrating Europe:

Share with us items you may have made for a European day of celebration!

### Tuesday 30th July

#### Celebrating Asia:

From China to Japan, Hong Kong to India, take a trip with us and celebrate Asia!

### Thursday 1st August

#### Celebrating Oceania:

Head down under to the sunny islands of the Southern Hemisphere and join the beady exploration of the region!

### Saturday 3rd August

#### Celebrating the Americas:

Take a celebratory trip across the Americas with us and celebrate!

## Resources

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

- Prompts reminder chart
- IBW logo files

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

**How do I join in?** Simply tag #InternationalBeadWeek 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](https://www.facebook.com/internationalbeadingweek).

**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!

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