

Donegal Connect 2022 Creative Media Kit

Background

Donegal Connect is running on an annual basis for the fourth consecutive year in 2022.

The project developed from a proposal presented by the Donegal Association in Dublin in 2017 aimed at hosting an event in Donegal in order to encourage diaspora, both national and international, to visit the county and experience why it is such a wonderful county to visit, invest, live, study and to do business from.

Key Objective

Highlight to our Diaspora what Donegal as a county has to offer. Encourage exploration, engagement & investment with the locality.

Donegal Connect will be supported with an extensive campaign to encourage online traffic, social media interactions & ultimately meaningful engagement with the programme.

Hashtags

Be sure to tag the following primary campaign hashtags when showcasing your organisation or event

#DonegalConnect or **#CeangailDúnnanGall**

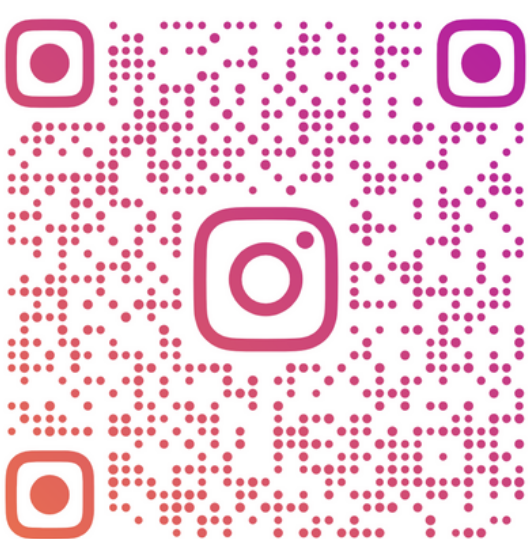
Secondary Hashtags:

#DonegalItsInOurDNA

#IrelandsDNA

Tags

Tag the following accounts in your posts to ensure our team can support your posts:



DONEGAL_IRELANDSDNA



@Donegal_ie



InvestDonegal

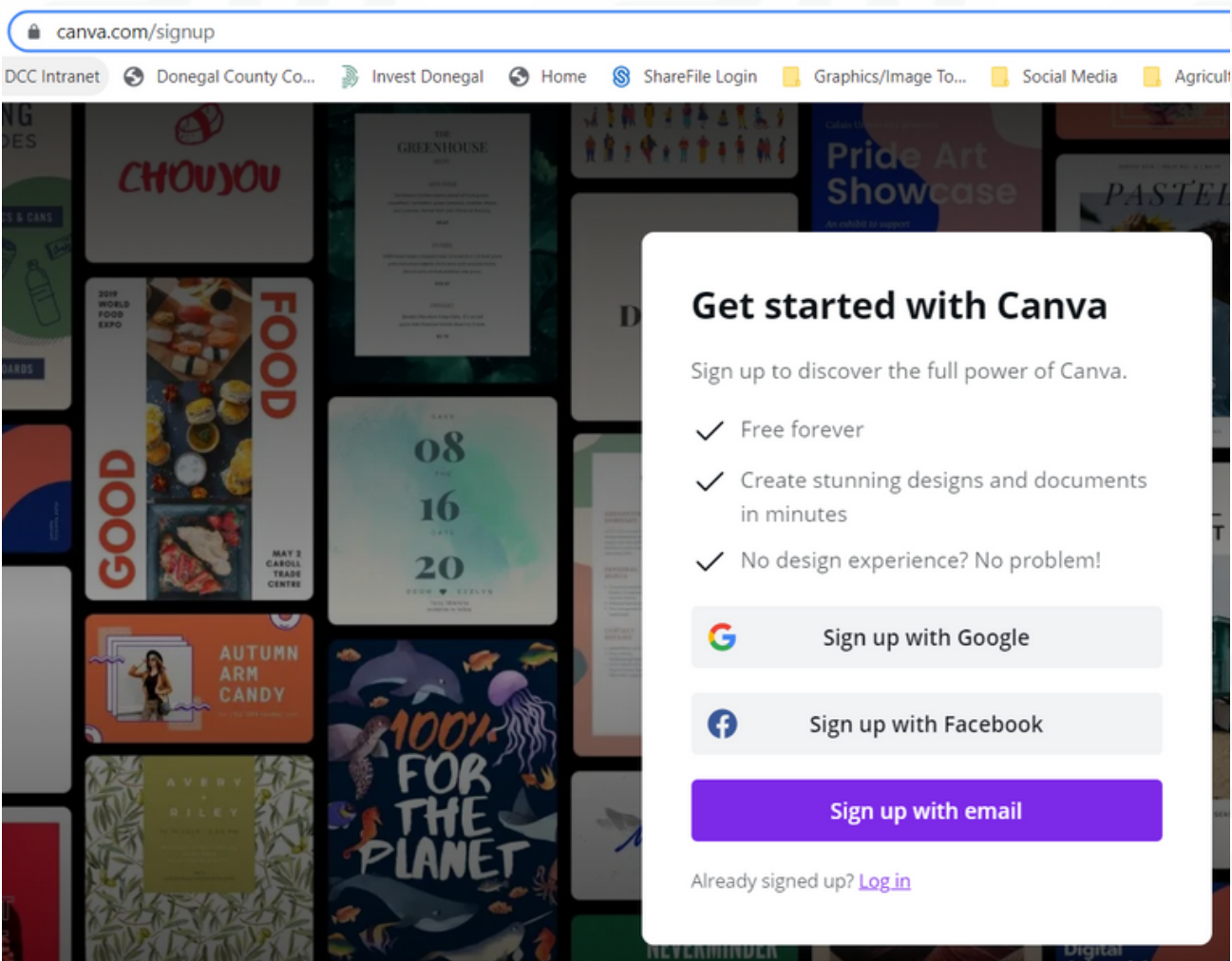


DONEGAL

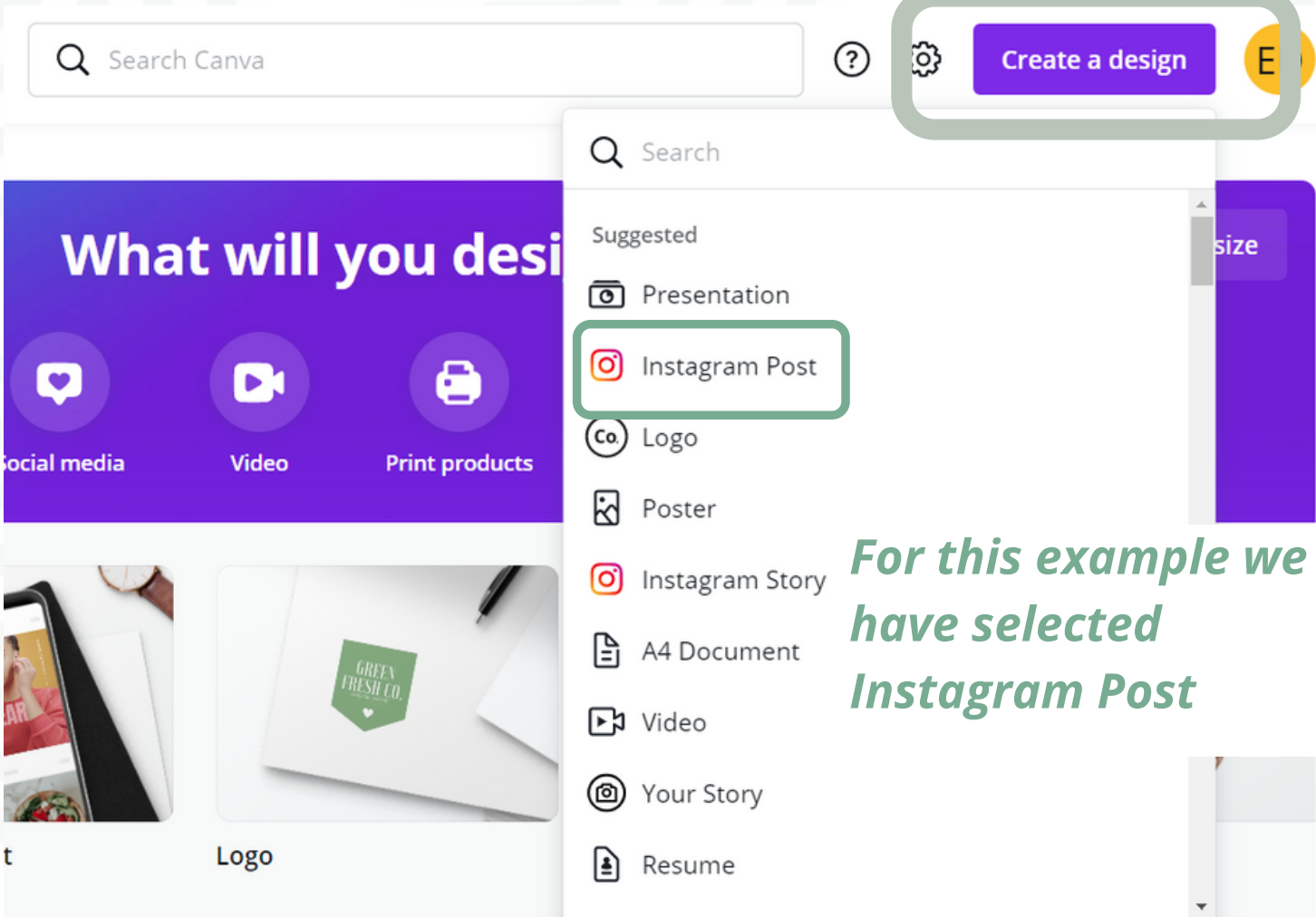
IT'S IN OUR DNA

Adding Donegal Connect Creatives to your Images

1. Sign up to Canva.com (It's Free) [Click here to sign up!](#)

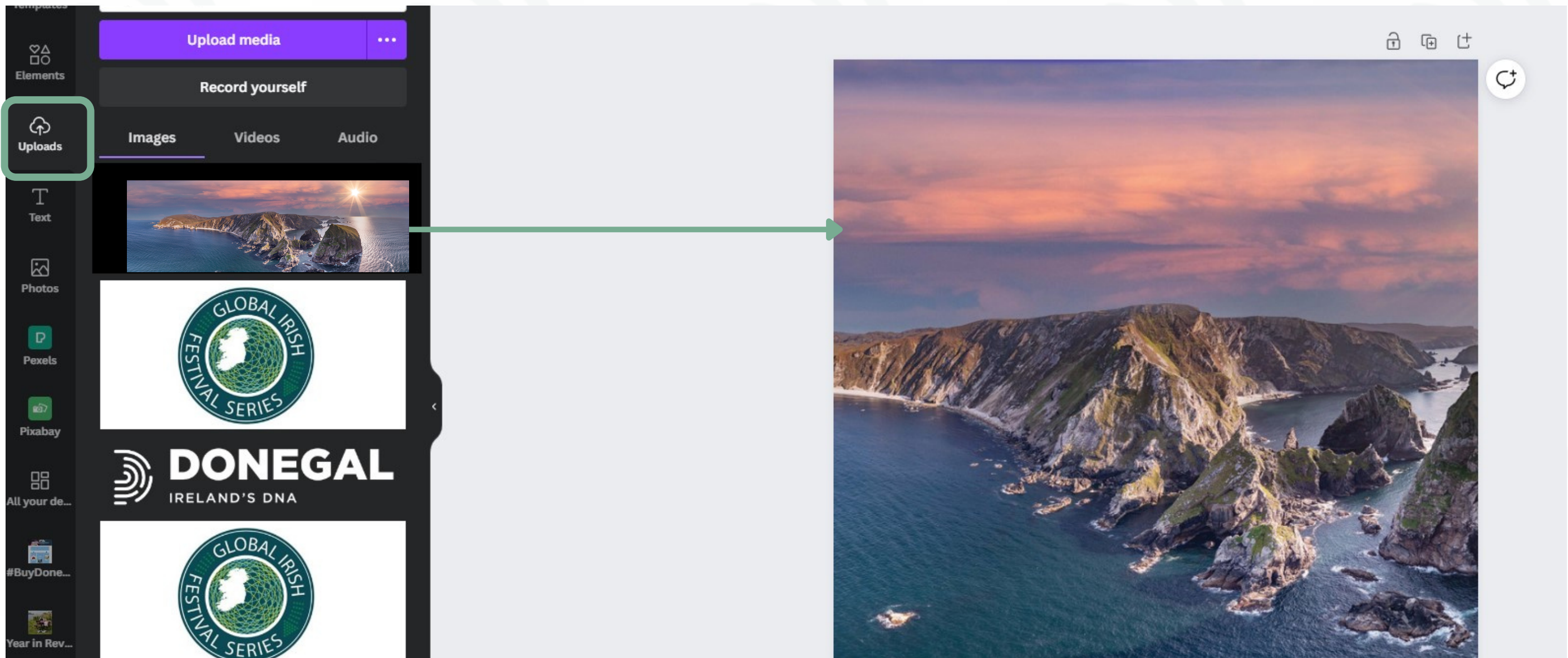


2. Click on 'Create a design' and select the size of the design you would like to create. We have assets for Facebook, Instagram and LinkedIn posts on our website as well as business cards.

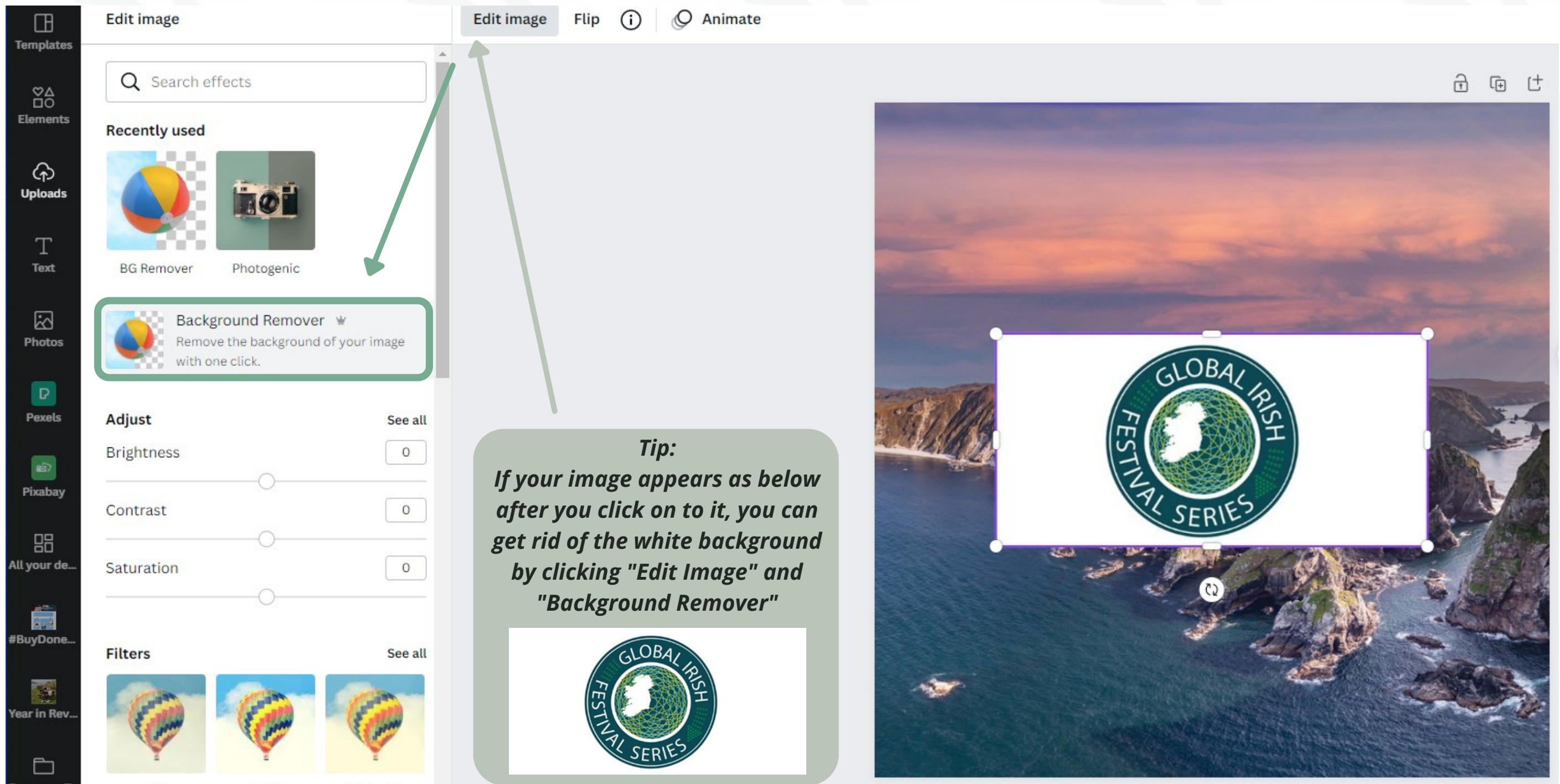


For this example we have selected Instagram Post

3. Click on Uploads and upload the images you would like to use. Once Downloaded, drag the image and it will appear on your workspace.



4. Next, upload one of the Donegal connect assets and add it to your image:



Adding Donegal Connect Creatives to your Images

3. Once you are satisfied with the placement of logos and the image, you can download the image by clicking "Share" from the top right hand corner of the screen and clicking "Download".



These images can be used to promote Donegal Connect activities across all social media and platforms including:

- Facebook
- Instagram
- LinkedIn
- TikTok
- Websites
- Physical Event Flyers / Brochures
- Posters
- Post event promotion

Campaign Creatives:

All logos and some overlays for videos and images can be found on:

<https://donegal.ie/donegalconnect>

Examples of Creatives in Use:

Social Media Posts:



Add your event to the Donegal Connect Website

Donegal.ie/donegalconnect

Contact: info@donegal.ie

Please include details of your event including images, short description and any URL to a website or tickets for inclusion on the Donegal Connect website and social media promotions.



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Donegal Connect 2022

Donegal Connect will take place from 23rd – 25th September 2022, a very exciting county-wide collaborative project aiming to engage with the Donegal Diaspora to entice them to explore the county of Donegal and find out why it is a great place to visit, live, work, invest, study and do business in.

Below you will find details on some of the fantastic events scheduled for across the county that weekend. Keep an eye out for updates and new events being announced!

Donegal Connect Events



Tip O'Neill Awards

The Tip O'Neill Irish Diaspora Award is presented on an annual basis to a chosen member of the board Irish Diaspora in recognition of achievements in their chosen field and their interest in, and support for Ireland and its Diaspora.

Donegal Connect Carnival 2022

Experience a stunning sculptural installation and performance against the spectacular backdrop of the Inishowen Peninsula. From 6pm on Saturday 24th September come see Swan Park transformed and let your senses run wild! Details on this free ticketed event coming soon.



Donegal "Its In Our DNA" Geneology Workshop

Find out more about the place your ancestors came from and connect with the local people living there today, as well as with others descended from the same place, living all over the world. Be part of the global Irish Diaspora community