

Love Donegal Day Promotional Toolkit



**LOVE
DONEGAL
DAY**



DONEGAL
IRELAND'S DNA

About Love Donegal Day

Now in its seventh year, #LoveDonegal day gives everyone with a connection to Donegal an opportunity to enjoy, celebrate and love Donegal.

Together on 17th of September, we can share what makes Donegal special to us with families and friends worldwide and promote the county to the widest possible global audience.

The aim is to encourage people to participate and engage from all corners of the world and spread the word to our diaspora, their networks and further afield about the many opportunities in Donegal.



How to get involved

#LoveDonegal day is your opportunity to get creative and celebrate what makes Donegal so special.

Get inspired by what you love about Donegal. You could record videos with friends or colleagues, or take photographs of your favourite Donegal sights.

On September 17th, share your #LoveDonegal posts on social media to help get Donegal trending worldwide.

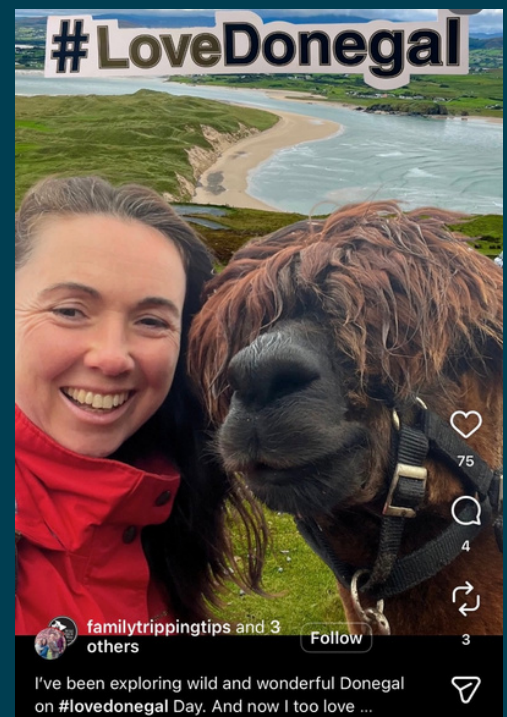
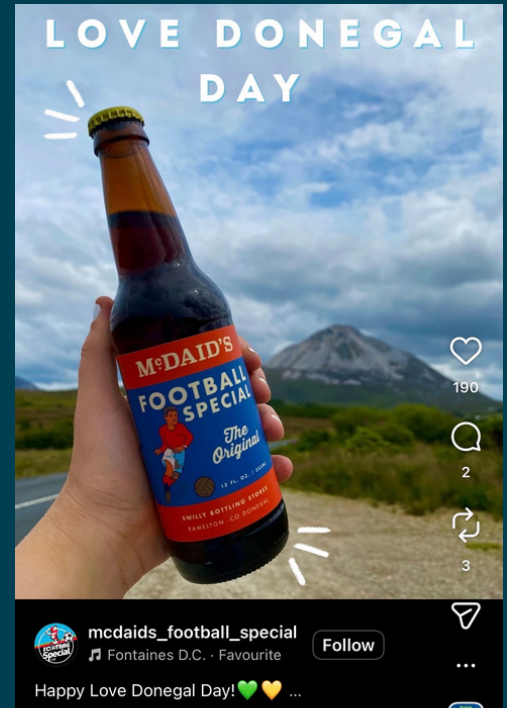
We've got branded templates to help you get started.

Remember to tag:

@donegal.ie

@govisitdonegal_

#LoveDonegal



Footer Template for Instagram & Facebook Reels



Safe Content Area:

Keep all key video content (people, text, logos) within this area so it remains visible when posted.

Footer Area:

Love Donegal branding and space where captions, hashtags and platform controls may appear.

How to add this as an overlay to your video on Instagram:

1. Create a new Reel
2. Select your video
3. Tap the photo icon in the bottom toolbar.
4. Select the Love Donegal Day footer image (Reel size).
5. Resize and position it so it fits neatly along the bottom of your video.

If you use other video editing software, you can add the Love Donegal Day footer as an overlay on your video.

Remember to tag:

@donegal.ie
@govisitdonegal_
#LoveDonegal

Download English template [here](#)

Download Irish template [here](#)

Footer Template for Instagram & Facebook Stories



Safe Content Area:

Keep all key content (people, text, logos) within this area so it remains visible when posted.

Footer Area:

Love Donegal branding and space where captions, hashtags and platform controls may appear.

How to add this as an overlay to your Story on Instagram:

1. Tap Add to Story.
2. Select your photo or video
3. Click Sticker icon on the right.
4. Select Photo
5. Choose the Love Donegal Day footer image (Story size).
6. Resize and position it along the bottom of your Story.



If you use content creation software (e.g. Canva), you can add the Love Donegal Day footer as an overlay on your Story.

Remember to tag:

@donegal.ie

@govisitdonegal_

#LoveDonegal

Download English template [here](#)

Download Irish template [here](#)

Footer Template for Instagram & Facebook Posts



Safe Content Area:

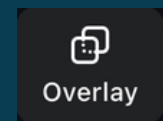
Keep all key content (people, text, logos) within this area so it remains visible when posted.

Footer Area:

Love Donegal branding

How to add this as an overlay to your photo on Instagram:

1. Create a new post.
2. Select your photo (Tip: Vertical photos work best).
3. Click the Overlay icon in the bottom toolbar.
4. Select the Love Donegal Day footer image (Post size).
5. Resize and position it along the bottom of your photo.



If you use content creation software (e.g. Canva), you can add the Love Donegal Day footer as an overlay on your photo.

Remember to tag:

@donegal.ie

**@govisitdonegal_
#LoveDonegal**

[Download English template here](#)

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FAQs

Who can take part?

Love Donegal Day is for everyone who wants to celebrate Donegal, including businesses, community groups, schools, charities, sports clubs and individuals. We also encourage the Donegal diaspora around the world to share what they love about Donegal and their connections to home.

What kind of content should I post?

You're welcome to post about what you love most about your community or the county as a whole. Content ideas could be sharing your favourite photos, sharing stories or anecdotes in a video, giving shout outs to your favourite local businesses or sharing what you miss most about Donegal if you're living abroad.

Do I need to use the Love Donegal Day templates?

No. The templates are optional and are provided to help create a consistent look across the campaign. You're welcome to create your own content and tag #LoveDonegal and @donegal.ie and @govisitdonegal_.

Do I need to use hashtags?

Please use #LoveDonegal and tag @donegal.ie and @govisitdonegal_. We'll share as many tagged posts as possible.

Who can I contact for more information?

You can email economicdevelopment@donegalcoco.ie.

Can I post more than once?

We encourage you to share multiple posts, stories and videos throughout Love Donegal Day.



**LOVE
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**Comhairle Contae
Dhún na nGall**
Donegal County Council



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