**Northern Saints Trails - Social Media and Website set copy**

**Social Media Copy**

**The more people spreading the word about Northern Saints Trails, the stronger the messaging will be, driving additional visits and longer stays.**

**Therefore, we are calling on partners to use their social media channels to get behind the Northern Saints Trails. Below you will find some suggestions to get you started…**

**Social media:**

(insert attraction name here) is just one of the many amazing attractions you can visit whilst following the Way of XXX. Find out more here > <http://northernsaints.com/> #NorthernSaintsTrails

Follow in the footsteps of ancient pilgrims on the #NorthernSaintsTrails   
Find out more here > <http://northernsaints.com/>

There’s never been a better time to make your own pilgrimage to XXX. With amazing attractions and landscapes to be discovered along the way. Find out more here > <http://northernsaints.com/> #NorthernSaintsTrails

Think you know XXX? Think again! See the North East (or insert place name) in a new light by following the Northern Saints Trails. Find out more here > <http://northernsaints.com/> #NorthernSaintsTrails

Make your own pilgrimage this (summer/spring/autumn/winter) by following the #NorthernSaintsTrails – six incredible pilgrimage trails exploring the very best of the region’s attractions, landscapes, places to eat and drink and accommodation. Find out more here > <http://northernsaints.com/> #NorthernSaintsTrails

(insert business name here) is proud to be supporting the Northern Saints Trails, bringing the stories of the region’s saints to life. Find out more here > <http://northernsaints.com/> #NorthernSaintsTrails

**If you are one of the locations on the trail offering passport stamps –**

Following the Northern Saints Trails? Don’t forgot to come and collect your passport stamp from XXX

Following the Way of XXX. Don’t forgot to get your passport stamped at XXX

And don’t forget to use the hashtag **#NorthernSaintsTrails**

You can download images to use alongside these posts via the Northern Saints Toolkit >

**National Days and celebrations to link activity**

* National Walk your dog month – January
* English Tourism Week – April
* World Heritage Day – 18 April
* National Walking Month – May
* International Museum Day – 18 May
* National Picnic Week – June
* National Picnic Month – July
* World Photo Day – 19 August
* Heritage Open Days – October
* Feast Day of St Cuthbert – 20 March
* Feast Day of St. Bede the Venerable - May 25

**Website Copy**

The North East has been a place of pilgrimage for centuries, and the Northern Saints Trails will continue to position the North East as the ‘Christian Crossroads of the British Isles’. The six new trails are based on historic pilgrim routes across the North East and will promote the region’s Christian heritage but also appeal to those of other faiths, and to those simply looking for relaxation, a walking challenge, or a chance to uncover the region’s fascinating history and landscapes.

From the splendour of Durham’s UNESCO World Heritage Site – Durham Cathedral and Castle, to the wild moors of Northumberland, the bustling cities of Newcastle Upon Tyne and Sunderland, and the region’s breathtaking coastline, the Northern Saints Trails criss-cross North East England, offering visitors a truly unique experience.

See the North East in a totally different light, as you follow six ancient pilgrimage routes across the region, all set against the backdrop of the very best of the region’s attractions, landscapes, places to eat and drink and accommodation.

The six routes can be walked in their entirety, or in any direction and duration – the routes allow you to choose-your-own adventure.

Find out more at <http://northernsaints.com/>