

Edinburgh goes digital tomorrow #ThisisEdinburgh24



The marketing body This is Edinburgh plan to turn Edinburgh into a social media phenomenon tomorrow.

From yoga with Julie Smeaton photographed here to coffee, favourite places to walk and places to shop tomorrow Edinburgh will be devoting itself to digital recommendations all online.

The exciting new social media campaign, **#ThisisEdinburgh24**, will challenge Edinburgh locals to share their ultimate city recommendations, is kicking-off with a jam-packed 24-hour digital takeover.

We run our TERLive! events here and tomorrow we plan to run one to host the **#ThisisEdinburgh24 campaign. You will find our coverage of it [here](#).**

Creating a real-time 24 hour snapshot of what makes Edinburgh exciting, funny, interesting and inspiring, #ThisisEdinburgh24 aims to put Edinburgh firmly on the map as an amazing place to live, work and visit. Bursting into life at 6am on Wednesday morning, the campaign will run right through the night to 6am the following day.

Part of the city centre's 'This is Edinburgh' campaign, #ThisisEdinburgh24 will be curated from the city's official [Twitter](#) (@Edinburgh) and [Instagram](#) (@ThisisEdinburgh) accounts. The packed 24-hour digital programme of hourly videos, along with images and broadcasts will give a lively glimpse of the many things to see and experience throughout the day and night.

Using the hashtag #ThisisEdinburgh24, businesses and residents

are being asked to post images and videos of their personal recommendations, hidden gems and favourite spots in one massive 24-hour social media quest to showcase the very best that Scotland's Capital has to offer.



With a few surprises along the way, followers online will be able to enjoy a diverse mix of content throughout the 24 hours, ranging from late night comedy at The Stand and midnight tours of The Vaults to beer bottling at Barney's Brewery in Summerhall and outdoor rooftop swims at OneSpa.

The campaign will continue throughout the busy summer months, with the best public suggestions using '#ThisisEdinburgh24' shared across This is Edinburgh's social channels each week.

John Donnelly, Chief Executive of Marketing Edinburgh said:

"Edinburgh is a vibrant and dynamic city with so much to offer its residents and visitors. #ThisisEdinburgh24 will showcase a selection of our best things to see and do in Edinburgh, but no one knows it better than the people who live here. #ThisisEdinburgh24 is about getting them to engage and share their local knowledge and favourite places, inspiring others to try something new.

"We hope #ThisisEdinburgh24 will help stimulate a further sense of pride amongst residents and spark the interest of those outside the city, by generating a buzz across Edinburgh's social media channels. This is effectively a digital rallying call to everyone who loves Edinburgh."

Launched in February 2014, 'This is Edinburgh' is a two-year campaign which aims to attract locals and people living within two hours of Edinburgh, back into the city centre to enjoy its shops, restaurants and attractions. Flagship events include Edinburgh Fashion Week, Film in the City and the up-coming Edinburgh Restaurant Festival in October.

To get involved, people are encouraged to post images and videos on their Twitter and Instagram accounts using the hashtag #ThisisEdinburgh24 between 6am on Wednesday 22nd and 6am on Thursday 23rd July.

All posts and videos will be curated on www.thisisedinburgh.com/#ThisisEdinburgh24

You can follow our Twitter feed [here](#) and our Instagram photos are [here](#).



JON SAVAGE PHOTOGRAPHY

07762 580971

www.jonsavagephotography.com

An exciting new social media campaign, #ThisisEdinburgh24, launches on Wednesday 22 July at 6am kicking-off with a jam-packed 24-hour digital takeover of Edinburgh, challenging locals to share their ultimate city recommendations.

Edinburgh-based yoga teacher, Julie Smeaton, forms part of a giant Edinburgh clock face to announce the campaign and encourage residents to take part in the 24-hour snapshot of Scotland's capital city by sharing their recommendations, videos and images using the hashtag #ThisisEdinburgh24.