

#ThisisEdinburgh24 hits the spot!



Scotland's capital city was one of the UK's most talked about topics on Twitter last week, when the hashtag #ThisisEdinburgh24 went viral across the UK.

We hosted the live event [here](#) on our TERLive! pages and it was certainly a very busy hashtag indeed!

In a first for a Scottish city, local residents and businesses answered a 24-hour social media rallying call, taking to Twitter, Instagram and Vine in their thousands to share their hidden gems, personal recommendations and favourite spots throughout Edinburgh

Over 5,000 individual posts used the hashtag [#ThisisEdinburgh24](#) between 6am on Wednesday 22 July and 6am the following morning, generating a reach of over 1.3million and 9.5million impressions. The hashtag was the city's number one trending topic for the majority of the day, also reaching number three in the UK's top trending lists.

Of the local recommendations, the city's much loved open spaces and walking routes such as Arthur's Seat, The Meadows, Water of Leith and Portobello Beach all featured highly. While some of its lesser known best kept secrets such as Dovecot Studios, Dunbar Close and new bar, Hoot the Redeemer, were highlighted as personal favourites.

Edinburgh is also a city of coffee lovers, with a number of its independent coffee houses including Caffeine Drip, Artisan Roast, Cairngorm Coffee and bike shop and café, Gamma Transport Division, receiving #ThisisEdinburgh24 commendation. A well-timed stunning sunset and the grand

spectacle of Lionel Richie's performance at Edinburgh Castle that evening ensured the social media buzz continued well into the small hours.

A video capturing some of the highlights from the jam-packed 24-hours has now been released and can be viewed here:

John Donnelly, Chief Executive of Marketing Edinburgh, the organisation behind #ThisisEdinburgh24, said: "Edinburgh residents and businesses whole-heartedly embraced #ThisisEdinburgh24 and we've been overwhelmed with the positive response. The aim of the campaign was to get people talking, sharing their favourite hidden gems and photos of the city. I'm pleased to say that the most noticeable thing that came across was the sense of pride locals have for this beautiful city.

"I think #ThisisEdinburgh24 made people stop for a moment during their busy lives and appreciate what is on our doorstep, whether that's our green open spaces, a stunning Castle we walk past every day, or a favourite independent vintage shop. I expect the online conversation using #ThisisEdinburgh24 will continue, as there is still so much more to be said."

Along with their recommendations, many people on Twitter also voiced their support and enjoyment of the social media campaign throughout the day:

@Julie_Penfold tweeted: "Picking up lots of great Edinburgh recommendations today thanks to #thisisedinburgh24 – though I might need a week there to fit them all in."

@Kimkjaerside tweeted: "Thanks to the team @edinburgh for creating a fantastic 24hrs around our amazing city with #thisisedinburgh24."

@emilythorburn1 tweeted: "The #thisisedinburgh24 hashtag is

reminding me just how stunning my lovely hometown is!"

@kieranasmith tweeted: "Going to spend an hour or so later trawling the hashtag – see what I can discover! @welovehistory @edinburgh #thisisedinburgh24."

Following the positive public response to #ThisisEdinburgh24, the city's website thisisedinburgh.com, will create new city itineraries and blogs based on these recommendations, with the best #ThisisEdinburgh24 suggestion being shared each week on Edinburgh's official Twitter (@Edinburgh) and Facebook.

Led by Marketing Edinburgh, the social media 24-hour mammoth celebration of all things Edinburgh, was part of the This is Edinburgh marketing campaign.

Launched in February 2014, it's designed to bring locals and those living nearby back into the city centre to enjoy its many attractions, restaurants and shops.

Photo of Julie Smeaton by Jon Savage Photography