

# Swansea Bay Tidal Lagoon

## 'OURS TO OWN' SOCIAL MEDIA CAMPAIGN



## WHAT'S HAPPENING?

Following the positive publication of the Hendry Review into Tidal Lagoons and in anticipation of a final decision on the project by the Government, you may have seen our social media campaign on Twitter, Facebook and LinkedIn. A wide range of companies have demonstrated their support by posting a selfie, showing who they are and what part they can play in 'how to make a tidal lagoon' – holding up a sign that says "I can..." with the hashtags #OursToOwn and #SwanseaBayTidalLagoon. We've had a great response so far!

We know there's a lot of support from many other companies and individuals too – not just those who can help make a lagoon, but those who would benefit from it in some other way, so we would now like to open this up to everyone – giving them the opportunity to say "why we want a tidal lagoon".

So whether you're a sports enthusiast who wants somewhere new to compete in a triathlon; a teacher who wants an exciting place their students can learn about technology and marine life; a hotel/restaurant/shop owner who wants to bring more tourists to their business; a graduate looking for a job; a local who wants a beautiful place to sit and relax; or anything else – **we want you to take part!**

## HOW CAN I GET INVOLVED?

Anyone and everyone who wants Swansea Bay Tidal Lagoon to be built is encouraged to take a selfie to depict who you are and why you want this world-first project. There are 5 simple steps:



1. Print out the attached sign and write why you want Swansea Bay Tidal Lagoon.
2. Take a selfie with the sign. (Or ask a friend for help!)
3. **Post to Twitter, Facebook or LinkedIn** with the words "I want XXX (insert what you've written on the sign) @TidalLagoon #OursToOwn #SwanseaBayTidalLagoon'
4. [Click here to follow us on Twitter.](#)  
[Click here to friend us on Facebook.](#)  
[Click here to connect with us on LinkedIn.](#)
5. Encourage and challenge your friends, family and colleagues to like, share and even have a go themselves!

You can be as creative as you like. Please try to capture in your photo why you want a lagoon - the more fun and varied the backgrounds and messages the better.

## WHEN CAN I START?

Please start posting as soon as you can.

## THANK YOU!

These are exciting times and you regularly tell us how eager you are for us to finally get going on a project that has already captured the world's attention.

We have told our story and would be hugely grateful if you can help tell yours. Collectively, Swansea Bay Tidal Lagoon really is 'Ours to Own'. Thank you!

