

Let's connect on social media



The Forth Bridges Social Toolkit | 2024

What is the purpose of The Forth Bridges social activity?



To promote both locations of North and South Queensferry to visitors



To share events happening in the local area to local residents and visitors



To inspire visitors from Scotland, the UK and beyond to come visit the bridges spanning three centuries, and stay a while



To promote the vast array of local businesses to visitors



To encourage sustainable travel to the bridges from surrounding areas of Fife, Dunfermline and Edinburgh



To inform and educate on the amazing history of the bridges and engineering successes

It's good to share!

How you can be part of The Forth Bridges social activity – let's do it together



Tag @theforthbridges on your own posts and we will aim to reshare



Use the hashtag #ForthBridges



Use our image and video library on your own channels. You can access here >



Stay connected with us – Like, Share, Tag, Comment, Save and Follow



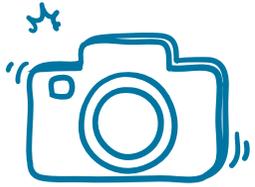
Tag fellow businesses to collaborate locally



Send us updates of events, news, offers from your business

Social Media Assets





Photography & Video

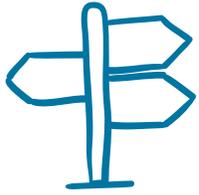


We carried out a series of photoshoots over the past 18 months to showcase the many experiences on and around the Forth Bridges and showcase the iconic bridges themselves.

We have several banks of assets you can access:

- Experiential and bridge photography by [Stephen Sweeney Photography](#) >
- Videos and drones by [Stephen Sweeney Photography](#) >
- Bridges and landscapes by [VisitScotland](#) >
- You have permission as a local business to use these assets on your own social channels to promote the bridges and local area, if you ensure to use [@theforthbridges](#) and [#ForthBridges](#)
- Please credit either [@VisitScotland](#) or [@StephenSweeneyPhotography](#) when using their assets





Forth Bridges Trail



A trail created to encourage visitors to the area to explore key attractions and hidden pockets in both South and North Queensferry. The concept is to move visitors throughout the area and encourage them to spend longer and revisit. The trail can be experienced by walking or cycling.

- A sign has been installed at each stop on the trail to give interesting facts and info. Each sign has a scannable QR Code to link to a dedicated webpage to give further information, and also to help us monitor interaction levels.
- Why not take some of your own products out and about and take pictures of them at our trail stops, then share on social media?





Questions & contacts

For all tourism activity queries

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