

Communications Toolkit



Introduction to Benthyg Cymru

Benthyg Cymru is Wales' Library of Things and has one simple goal; to make borrowing as easy as popping out for a loaf of bread.

Benthyg (pronounced ben-thig) is a Welsh word meaning borrow or lend.

Why does Benthyg Cymru exist?

Benthyg Cymru brings communities together to support each other by sharing everyday items and skills to lessen our impact on our planet and our pockets.

What does Benthyg want to achieve?

We want to:

1. Encourage people to donate items they no longer need, providing a healthy supply of items in the community
2. Help people get hold of what they need but don't own by Borrowing not Buying and reducing our impact on the planet
3. Build strong communities based on sharing items, skills and neighbourly support

Why borrow not buy?

Every house on every street is full to the brim with tools, gadgets and equipment bought and used once, only to never use it again.

Sharing these items with our neighbours helps everyone out. Sharing reduces clutter in our homes and creates a calmer space for us to live in. Borrowing instead of buying reduces our impact on the planet, and helps us keep a little more money in our pocket too.

What can I find at my local Benthylg?

When drafting content for promoting the hub, one of the questions to consider is to let those in your local area where to get their items.

For example:

Every Benthylg across Wales is different, but at our Benthylg in INSERT AREA you can find INSERT ITEM and INSERT ITEM, INSERT ITEM, and much more. All of these items are available to borrow for a small fee, and you can pay in cash or with your time, by volunteering with us.

Benthyg Cymru's

Tone of voice

We express our brand every time we communicate with people; whether we're talking to them, so our overall personality must be reflected in our overall tone of voice:

Our tone of voice at Benthyg is:

**active,
friendly,
curious +
inclusive**

Introduction to Benthyg Cymru

Use words that signify collectives rather than individuals:

✓ **We, Us, Together** ✗ **I, You, They**

Where possible write in the present tense:

✓ **We're getting ready for a busy weekend at Benthyg**

✗ **It was a busy weekend at Benthyg**

Use accessible grammar and everyday English.

Shorter sentences are more readable.

Have fun with language:

But use trend, slang or formal language with care. Overly formal language sounds impersonal, while slang and trend words can sound unprofessional.

"We can support our community and the planet by Borrowing not Buying."

"We're here to support our community."

"Together we can help our neighbours Borrow Not Buy."

"Visit Benthyg this weekend to find out what new items we have available to Borrow"

"Ever wondered if you could make your own pasta? Find out if you can by borrowing our newly donated pasta-maker!"

Keep things fun, personal and specific:

✓ **Our volunteers are having a great time listing new vacuums, ironing boards and watering cans this morning!**

✗ **New items have been donated to Benthyg**

Avoid jargon and difficult words:

✓ **Together we can build a strong sharing community that cares about the planet**

✗ **Collectively we can create a resilient, sustainable and inclusive sharing economy.**

Launching a new hub



Launching through Press activity

To launch your new hub, outreach to local press will help to raise awareness of the launch.

You can find the template
PRESS RELEASE
in English [here](#).



You can find the template
PRESS RELEASE
in Welsh [here](#).



You can find the
NOTE TO THE EDITOR
in English [here](#).



You can find the
NOTE TO THE EDITOR
in Welsh [here](#).



Launching on Social media



Channel recommendations

Where possible setting up at least one social media page for the new hub will help to create consistency across the network and allow for your audience to find out more information about their local hub directly.

We recommend creating a Facebook page for your hub, if resource allows. This has proven to be the most effective channel for outreach to local communities and provides a space for you to update the community as needed.

You could also create an Instagram and Twitter, depending on your team resource. If you don't have the resource available, we recommend focusing on using the offline materials and emailing local press with the template press releases, to make the most of your team's time.

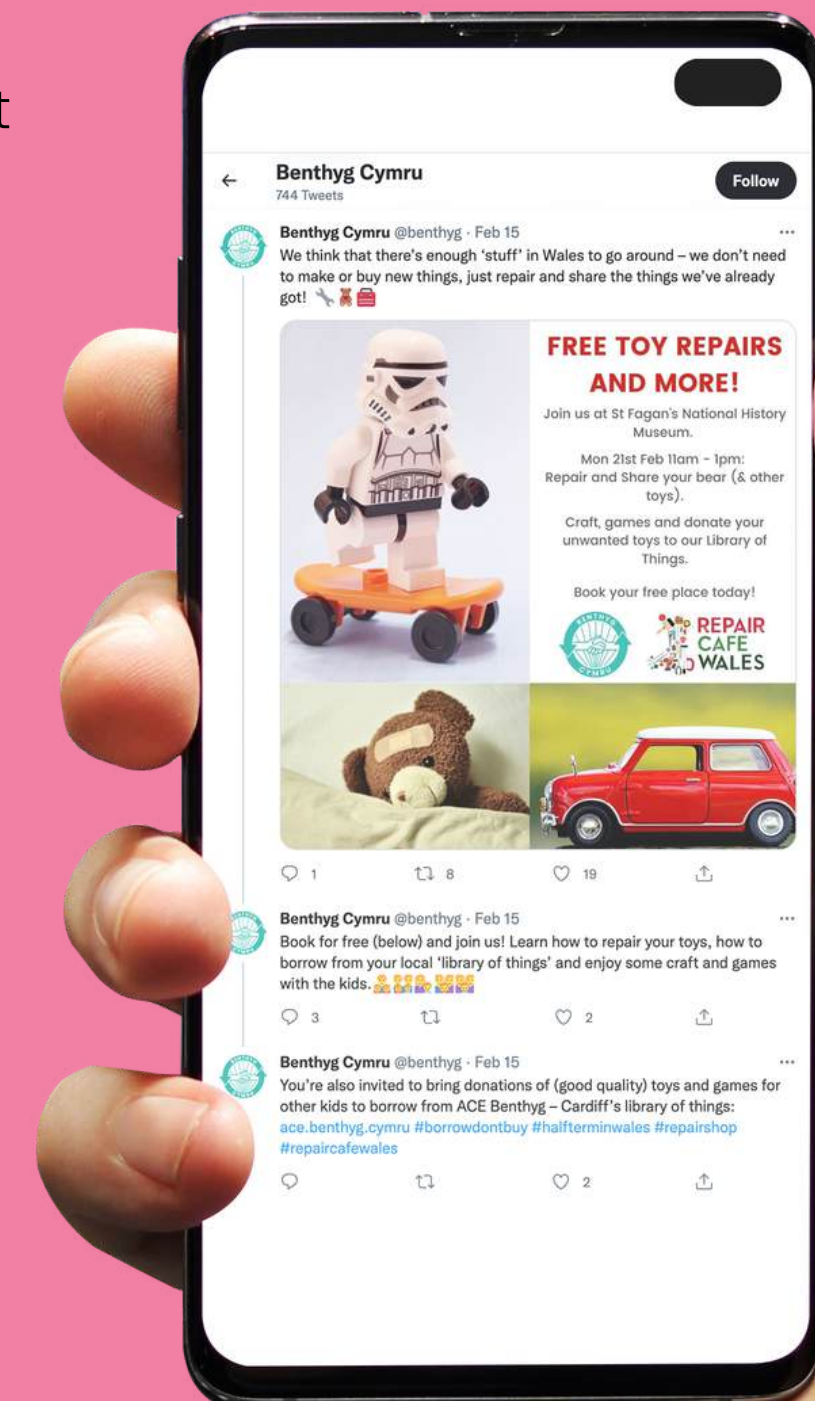
Setting up channels

Handles will be based on availability within the platform but should follow the convention of @Benthyg[location], for example “@BenthygPenarth”.

Including an image of your new team at the launch has worked well for other hub launches. If this isn't possible, link to the location page on the website: <https://www.benthyg-cymru.org/>.

Please refer to the tone of voice guide to help create your social media post for the launch of your hub.

Launching a new hub



Launching using Print media resources

As well as social media, you may also wish to share print media resources to reach your community.

Offline materials such as posters and leaflets may be useful to reach those who don't have access to the internet. You can access a template for a poster here.

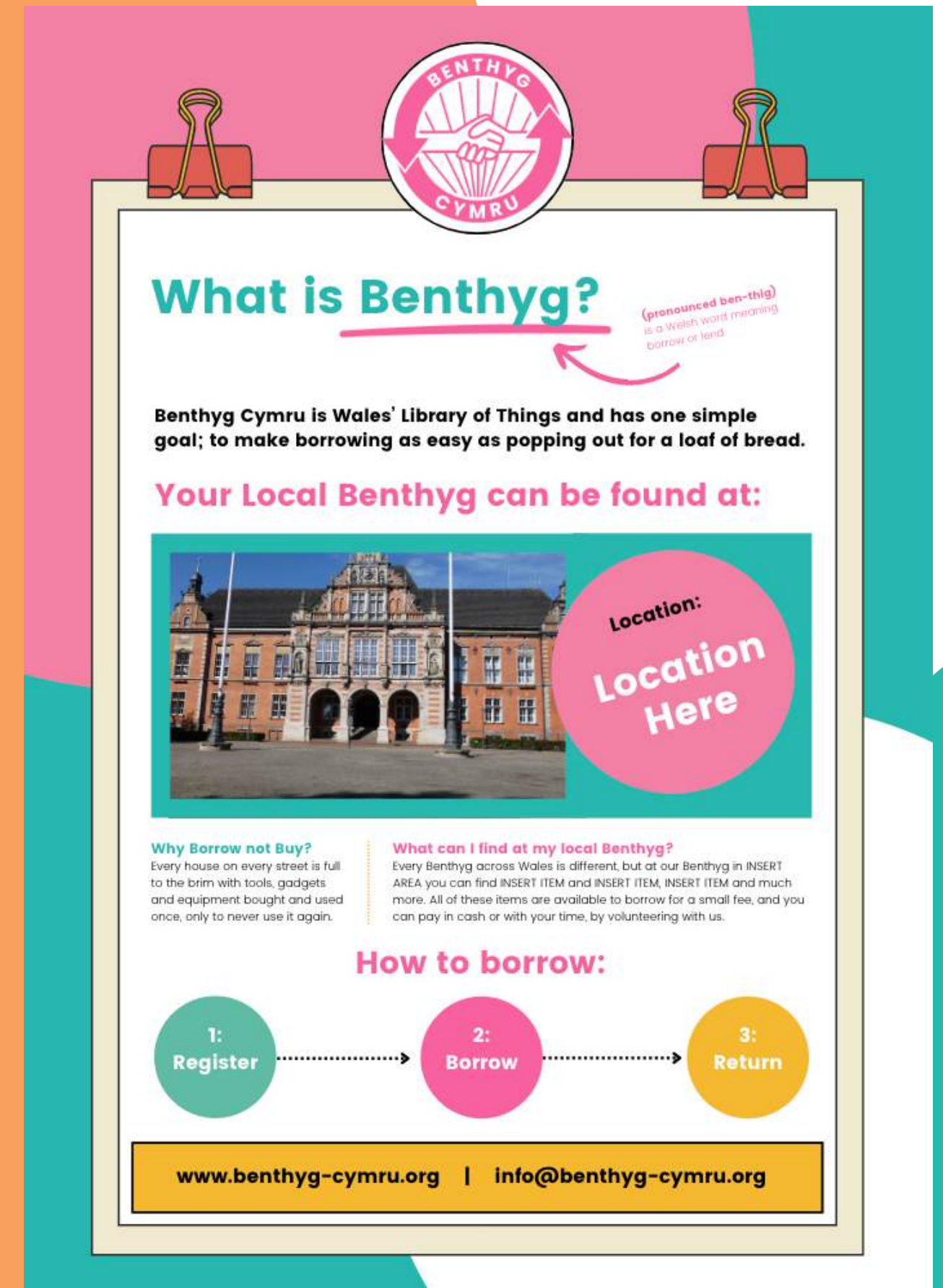
You can use this template in the online editing and creation tool Canva. You can apply for a free non-profit Pro version of the tool.

You can apply here for free access.

Simply create an account using an email address and applying through the link above.

Once you've created your account, you can access the template here.

Launching a new hub



Launching using QR codes on print media resources

On the posters, you'll see we have left a space for a QR code.

These are codes that people can scan with the cameras on their phones to get directed to a specific link.

You can create a QR code by simply visiting a QR code generator website, [like this one](#).

You then input the link you want to direct people to, and click download. You will need to 'sign up' for free with an email, or you can screenshot the QR without having to sign in.



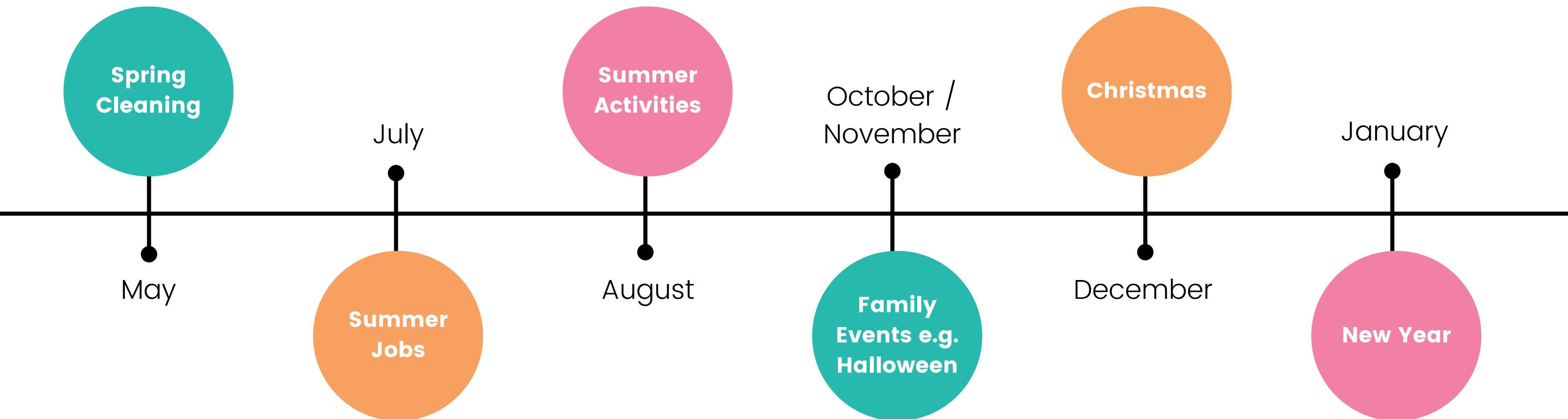
Activity Roadmap



Activity Roadmap

The activity across the year will be focused on the key objective:
encouraging people to borrow.

The following six key milestones can be used to create social media content throughout the year for your Benthylg Cymru channel. Included in this toolkit are example posts that highlight how Benthylg Cymru can talk about each of these milestones.



Social media content: Spring cleaning

Content for April and May.

This content needs to focus on key audience mindsets around this time, including:

- Spring deep cleaning including carpet cleaners
- The declutter and donate season with air vacuum packs and encouraging donations

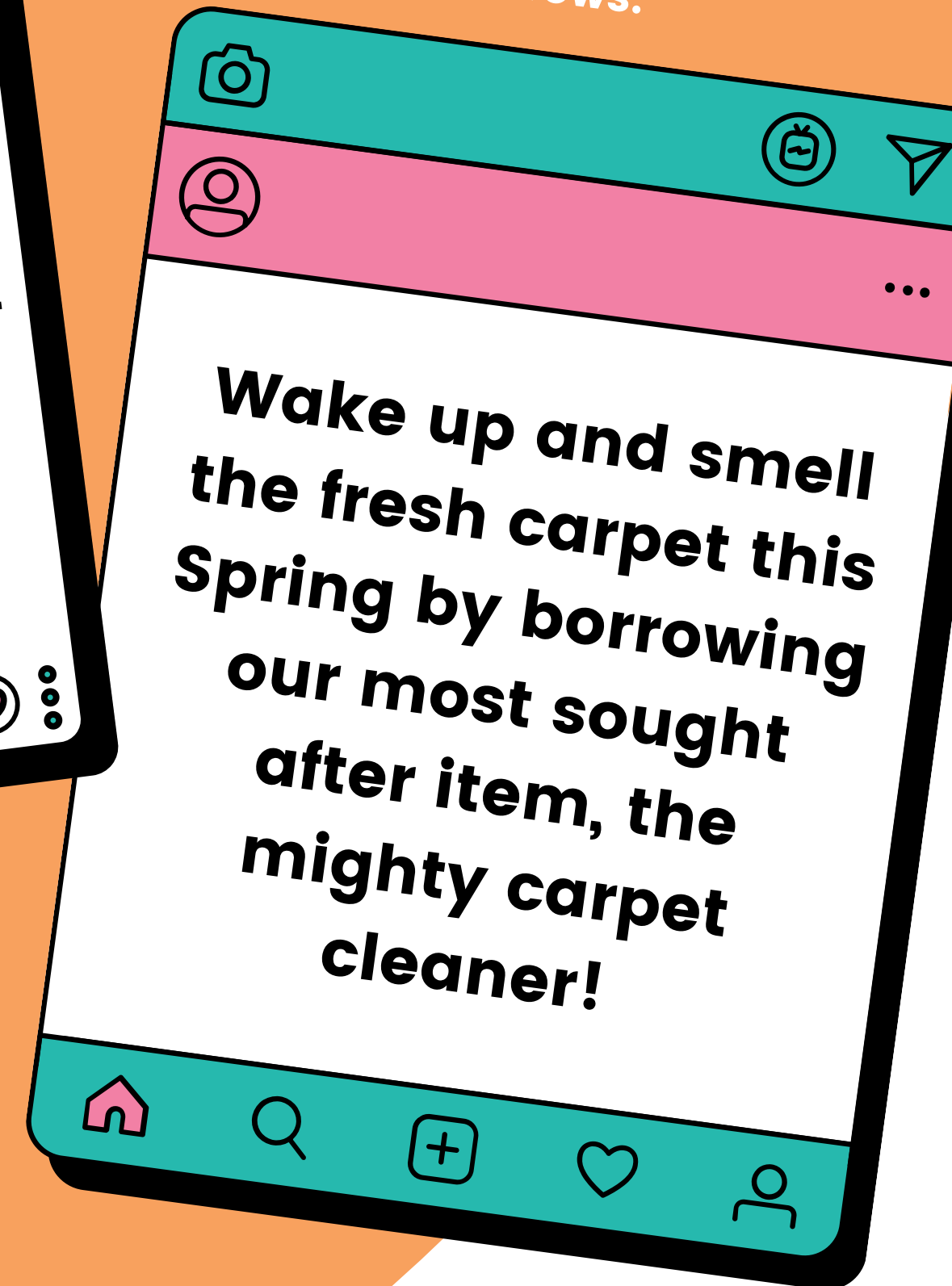
Example post to encourage donations:



Example post to highlight sustainability:



Example post to encourage borrows:



Social media content: Summer to-do list

Content for June and July.

Getting the tools needed to do big summer jobs, where cost per use feels illogical, including:

- Lawn mowing
- Gutter clearing
- BBQ cleaning
- Power washing
- DIY repairs
- Sewing machines

Example post to encourage donations:

Want to keep the lawns of your community looking spic and span? Why not donate your old lawn mower to us so your neighbours can reap the benefits!

Example post to highlight sustainability:

Only have use for a power washer once a year? Don't buy what you don't need, use your community Benthyg to make your summer jobs as planet-friendly as possible.

Example post to encourage borrows:

Okay, it's time to stop putting off those odd jobs. Tick off your to do list before summer kicks in, and borrow all the tools you could possibly need.

Social media content:

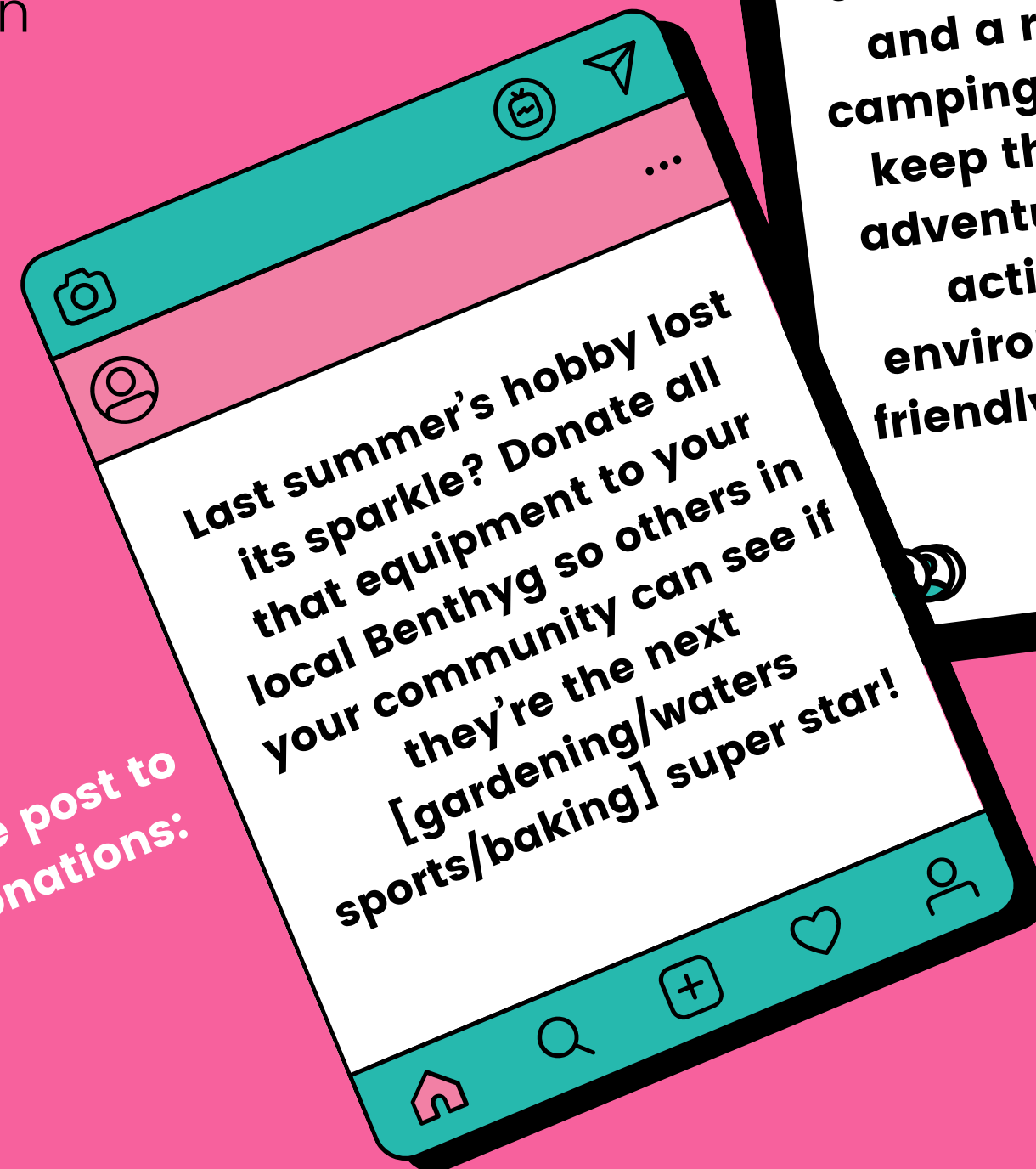
Summer activities

Content for July and August.

Borrowing activities to entertain the family over the summer holidays including:

- Bikes
- Camping equipment
- Cooking and baking
- Gardening
- Fitness equipment
- Protection equipment
- Wetsuits and water equipment

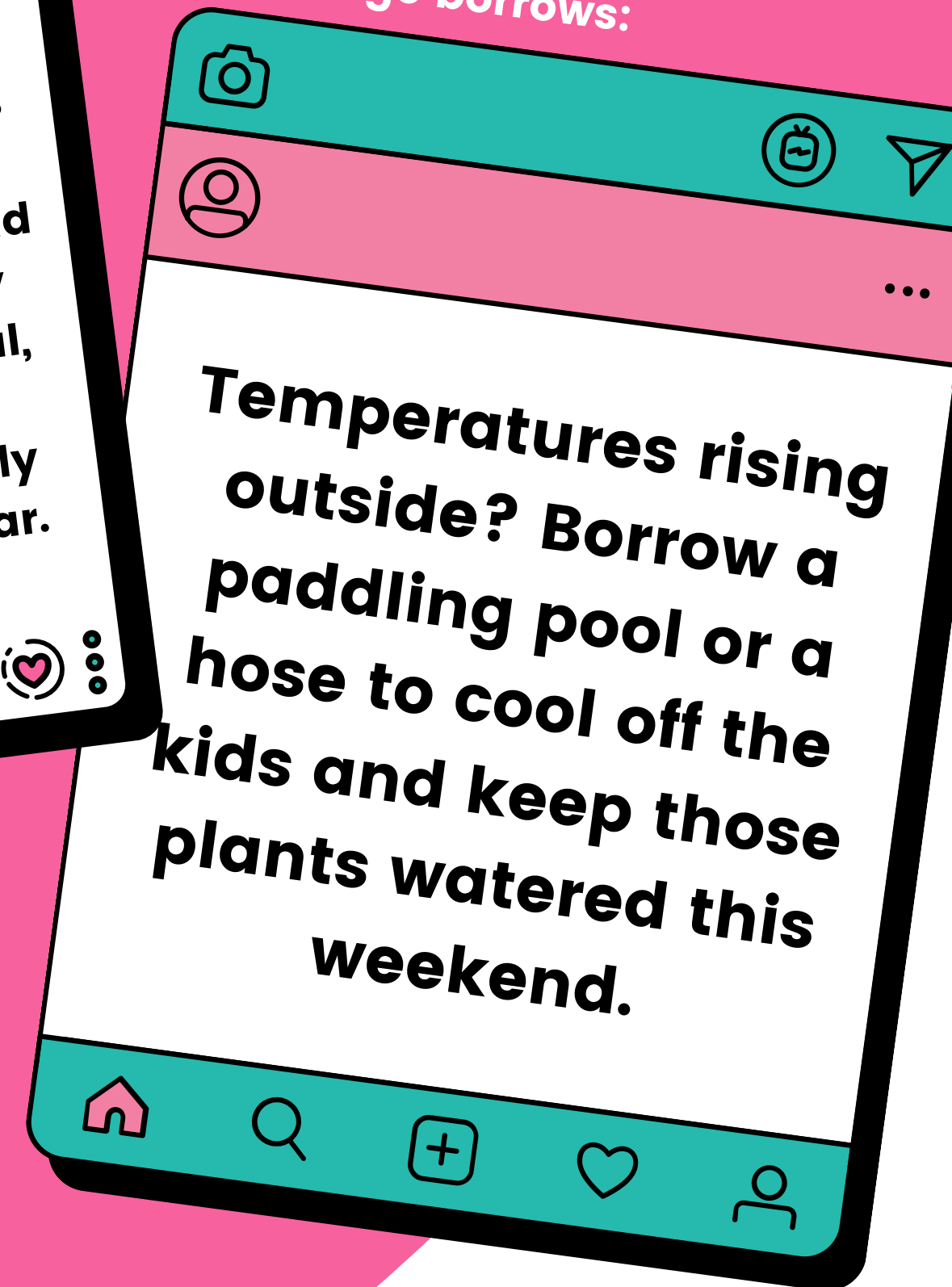
Example post to encourage donations:



Example post to highlight sustainability:



Example post to encourage borrows:



Social media content:

Family events

Content for September, October and November.

Making the opportunity to engage in seasonal events possible for all families, including:

- Gazebos for bonfire night
- Disability aids for accessibility for visiting family members
- Craft equipment to make costumes for Halloween

Example post to highlight sustainability:

There's no need for single use Halloween outfits this year, borrow your outfit from us and keep cost to your pocket (and to our planet) down.

Example post to encourage borrows:

Make this year's Bonfire Night one to remember and borrow a gazebo and deck chairs to give your family the most sought after (and dry!) front row seats.

Example post to encourage donations:

Not sure what to do with disability aids you no longer need? Help someone in your community host an accessible family affair by donating them to us.

Social media content: Christmas

Preparing for Christmas and Christmas Day with the family, including:

- Craft equipment to make Christmas cards and presents
- Christmas decorations and Christmas trees
- Reusable advent calendars
- Seasonal table settings
- Board games and activities

Example post to encourage donations:

What's your favourite board game to play at Christmas? Donate any that have fallen out of favour with your family and we can make sure your community can borrow them this Christmas.

Example post to highlight sustainability:

Christmas decorations needn't be costly to you, or the planet this year. You can borrow all you need to get your Christmas sorted and sustainable!

Example post to encourage borrows:

Hands up who loves receiving homemade Christmas cards? Get all the crafting kits you need this year and borrow from your local Bentyg.

Social media content:

New Years'

Giving people the tools to tackle their new year's resolutions successfully, including:

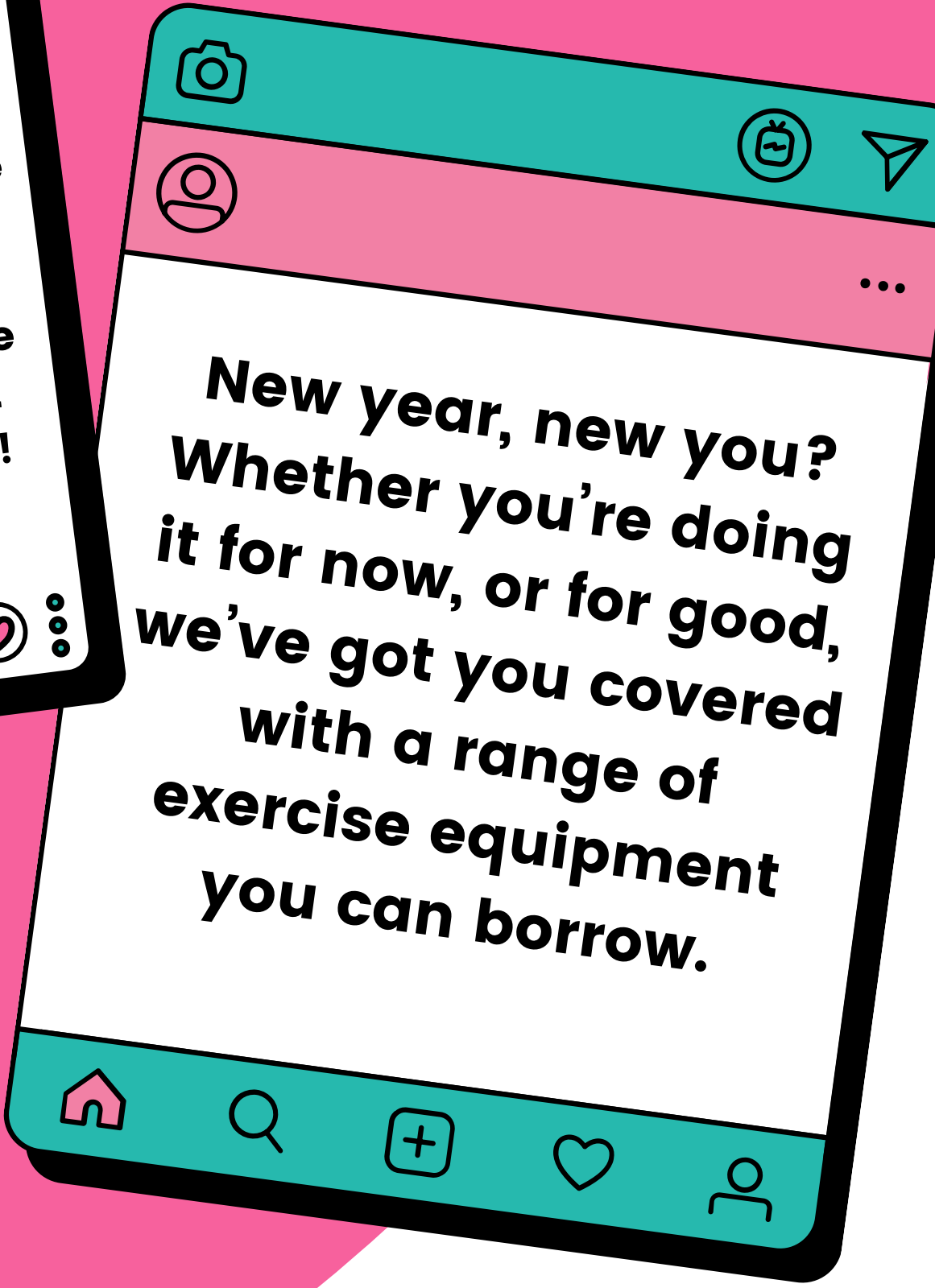
- Cooking tools, like blenders and juicers
- House maintenance tools like carpet cleaners
- Exercise equipment
- Personal grooming tools

Example post to highlight sustainability:



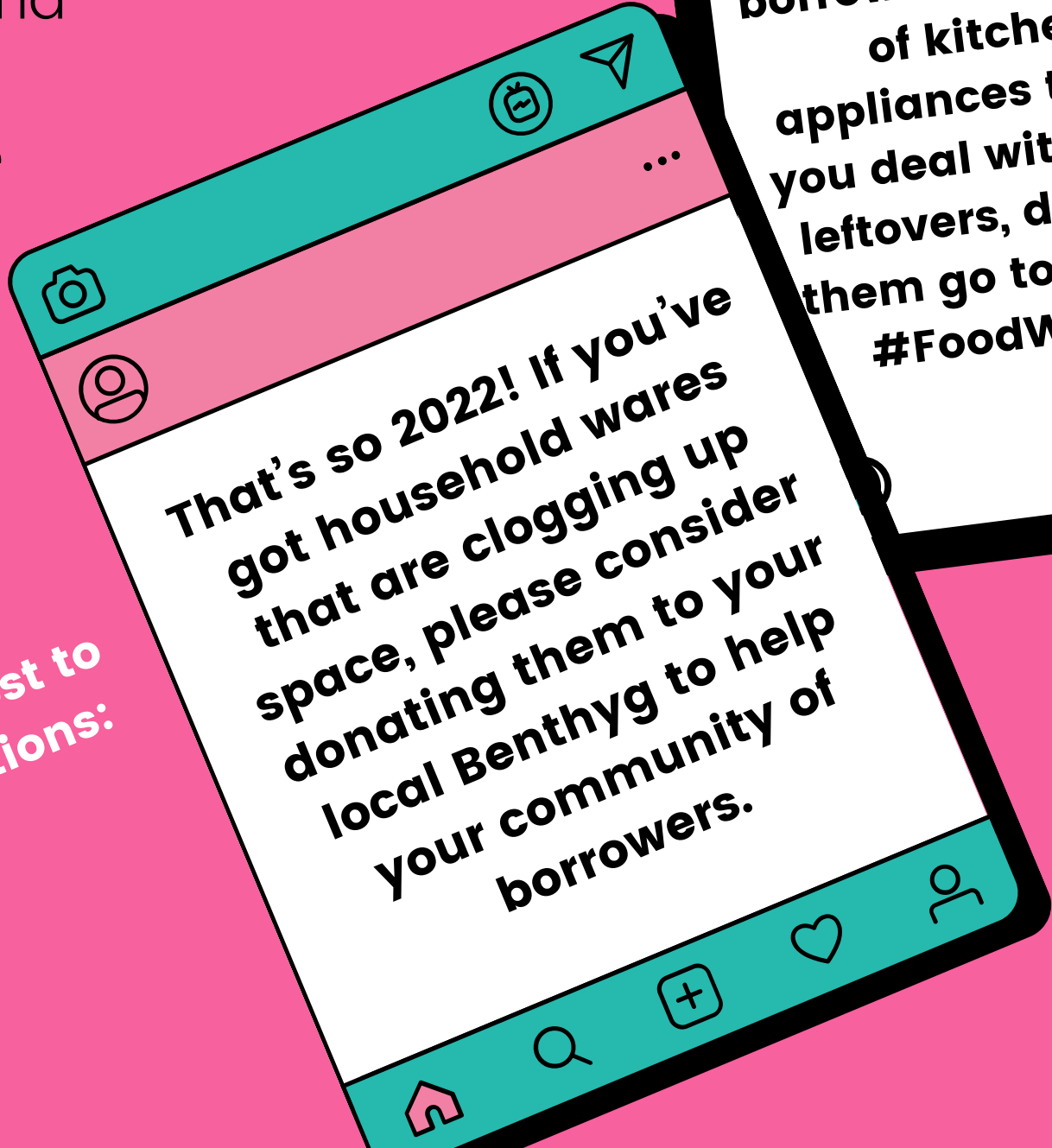
On a fruit and veg health kick this January? You can borrow from a range of kitchen appliances to help you deal with those leftovers, don't let them go to waste! #FoodWaste

Example post to encourage borrows:



New year, new you? Whether you're doing it for now, or for good, we've got you covered with a range of exercise equipment you can borrow.

Example post to encourage donations:



That's so 2022! If you've got household wares that are clogging up space, please consider donating them to your local Bentyg to help your community of borrowers.

Activity roadmap milestones

Template press release

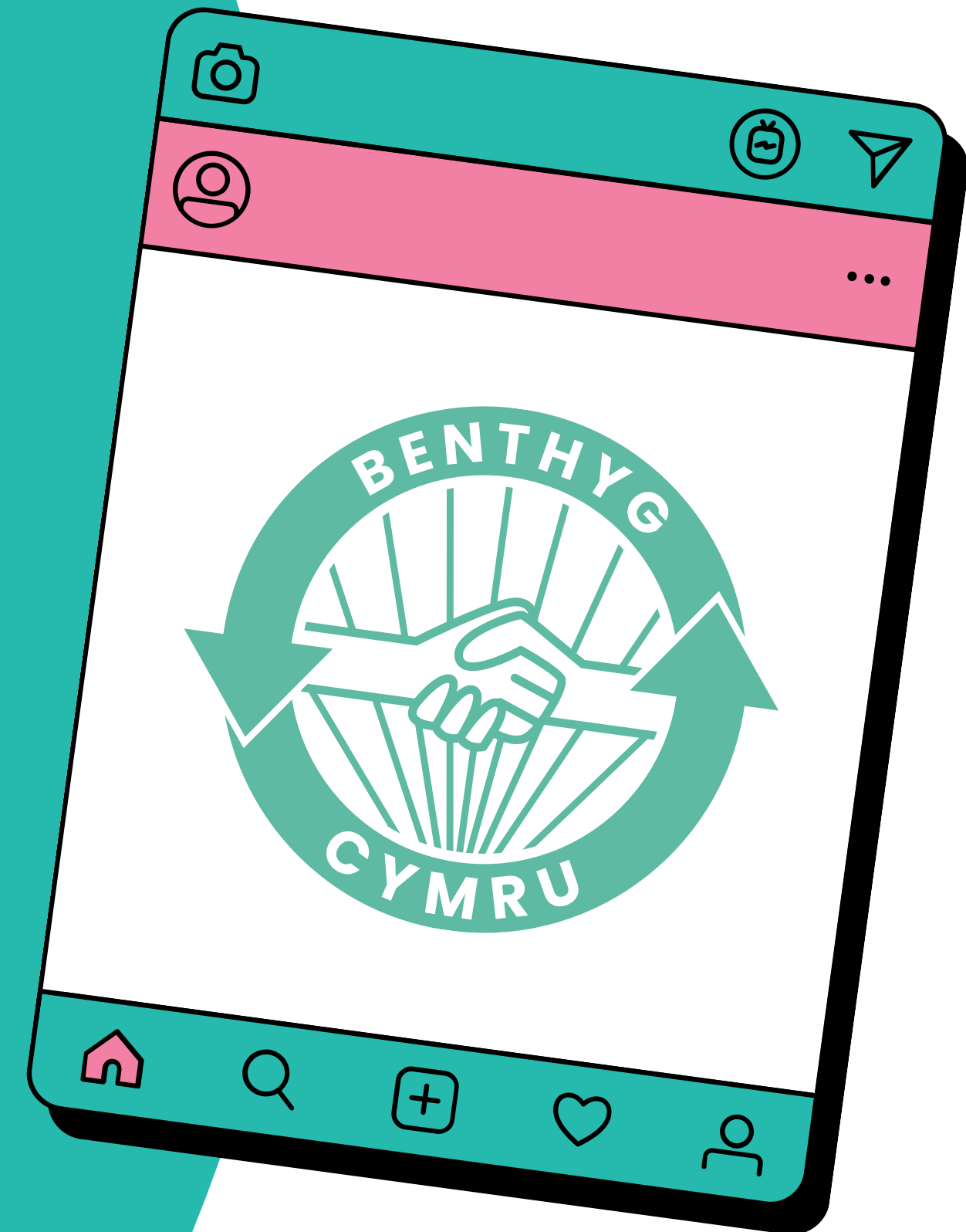
To sustain momentum after your hub launch, we recommend creating a press release based on a milestone moment, for example celebrating the 500th borrow or the first year anniversary.

You can find the template
PRESS RELEASE
in English [here](#).

[CLICK HERE](#)

You can find the template
PRESS RELEASE
in Welsh [here](#).

[CLICK HERE](#)



Awareness days

The activity across the year will be focused on the key objective:
encouraging people to borrow.

As well as the key six milestones, there will be several awareness days across the year that align with the themes of Bentyg Cymru.

Using the hashtags from these awareness days on relevant content during the specific date can help to increase the performance of your content.

**Global
Recycling
Day**
March

**World
Book
Day**
March

**Food Waste
Action
Week**
April

**National
Gardening
Week**
May

**Volunteers
Week**
June

Veganuary
January

**Zero Waste
Week**
September

Social media templates



Reusable social media content

Social media content: Always-on social media content

Included in this toolkit are recommended posts for social media activity throughout the year.

These posts can be tailored to what you have available in your Benthyg and can feature imagery and other content that you create with your colleagues.

These posts are for 'always-on' social media content to keep your channels engaging and reach new and engaged audiences. These examples are available in English and Welsh.

Each asset comes with a template, which can be found and edited using Canva just follow the links on each page..

We have also included recommended frequency for each post type. Overall, we'd recommend posting at least 3 times per week, with a maximum of 7 times, if resource allows.

Content can be created in advance and scheduled using free tools like Hootsuite (or using their Pro account with a 50% discount included for non-profits).



Social media content:

Before the borrow

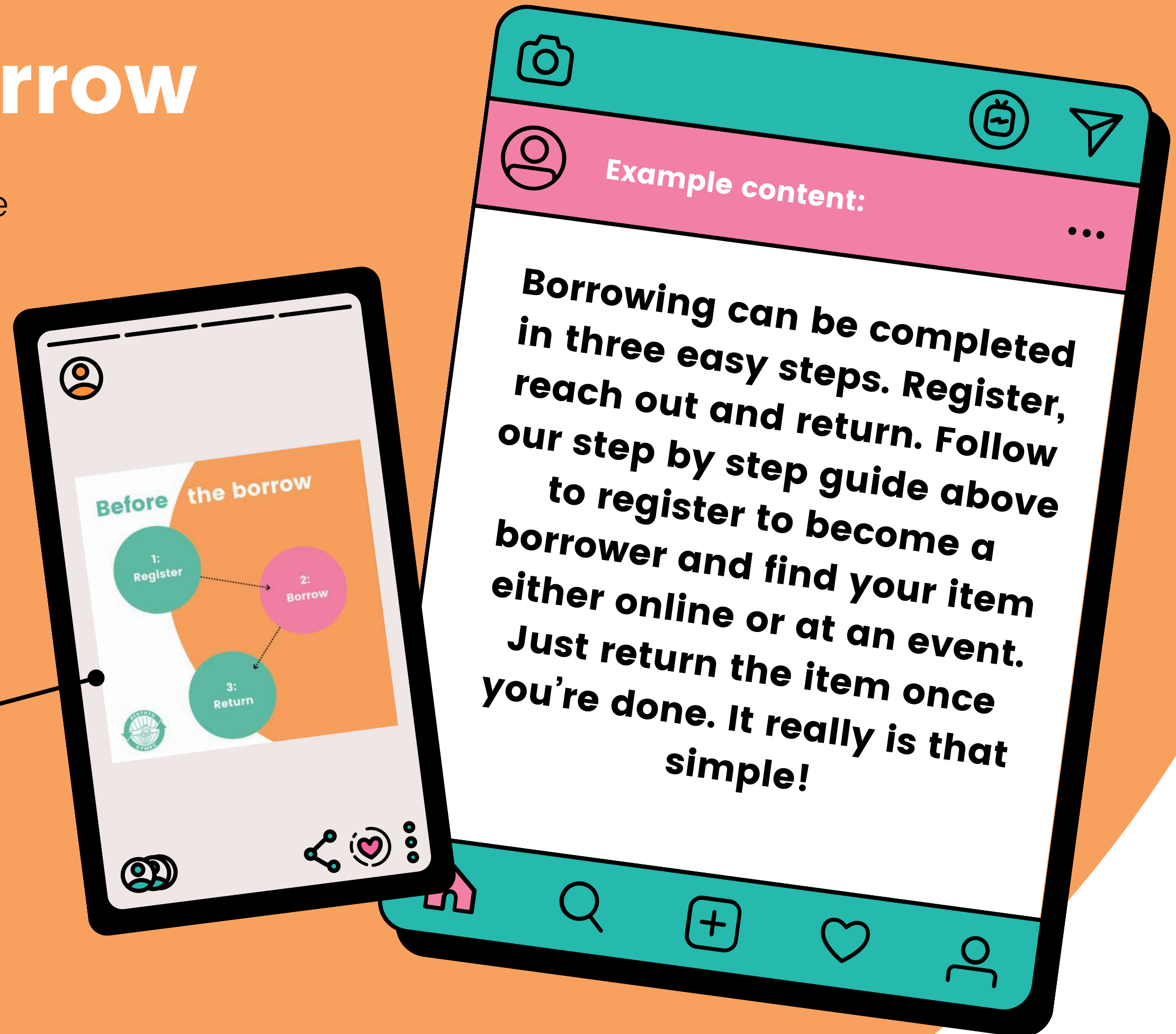
Informative posts that help people know what steps they need to take to register to borrow.

These posts can be simple and informative, with assets that clearly show the user journey.

The simpler the better with this content, to make it seem appealing to the audience.

Template.

Asset:
colourful flow chart describing the borrowing process.



Social media content:

Beyond the borrow

This content can help to re-engage people who have borrowed before by asking them to share updates following their experience with borrowing to demonstrate the long term benefits of becoming a borrower.

This can help to show the lasting benefits of borrowing and also adds the human storytelling element to the content that the audience will engage with.

Template.

Asset:
image of the borrower/the
impact with a quote.



Social media content:

#SavedTheDay Sunday

Encouraging community members to show what item they've borrowed before that have saved the day in one way or another in the short term.

This could include a one off borrow or something that has been borrowed several times.

Asking the community to comment could also create opportunities for outreach to get more content.

Template.

Asset:

Picture or the borrower with the item, just the borrower or if none of those are possible, then the item and a quote.



Social media content:

The Borrowers

Highlighting the borrowers of the month, including pictures of those people and quotes about why they borrow. You can highlight any borrowers, and also the person who has borrowed the most that month as Brilliant Borrower of the Month.

Creating a bank of this content and posting it every other week can help to show how easy the borrowing can be.

Template.

Asset:
quote from borrower.



Social media content:

The Volunteers

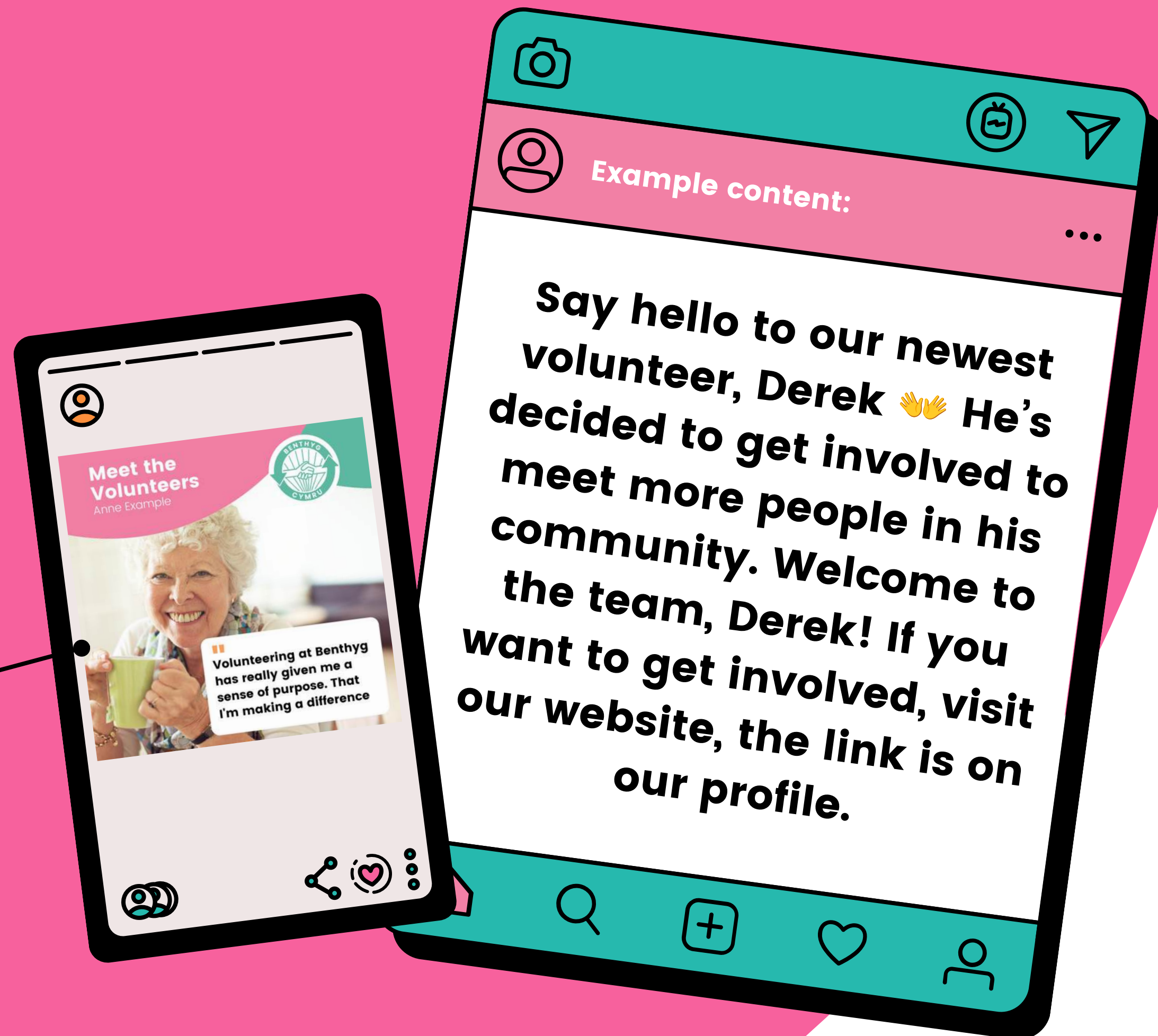
What does it look like to be a volunteer in the area? Showcase some of the volunteers, with quotes of why they volunteer.

Not only can this help to increase the number of volunteers, it can help to show the humans behind the project and encourage people to come along to events.

Template.

Asset:

picture of team member and a quote.



Social media content:

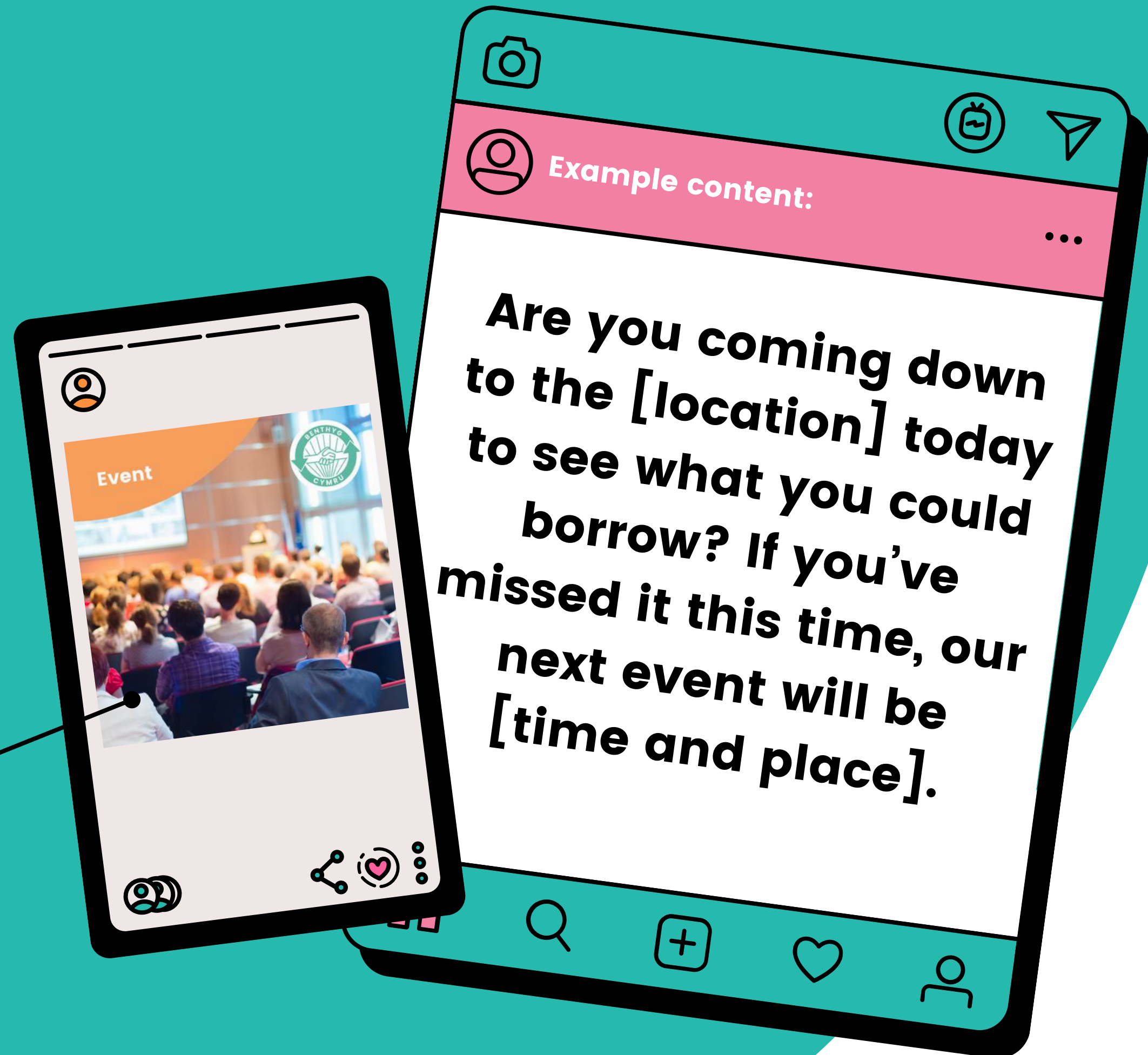
Events

Show highlights from the events as they happen, to not only encourage people to visit the events but to see what they're like.

Those event posts should clearly show when and where they happen so people can mark their calendars for the next one. Pre-event posts are also key to drive attendance.

Template.

Asset:
pictures from the event.



Social media content:

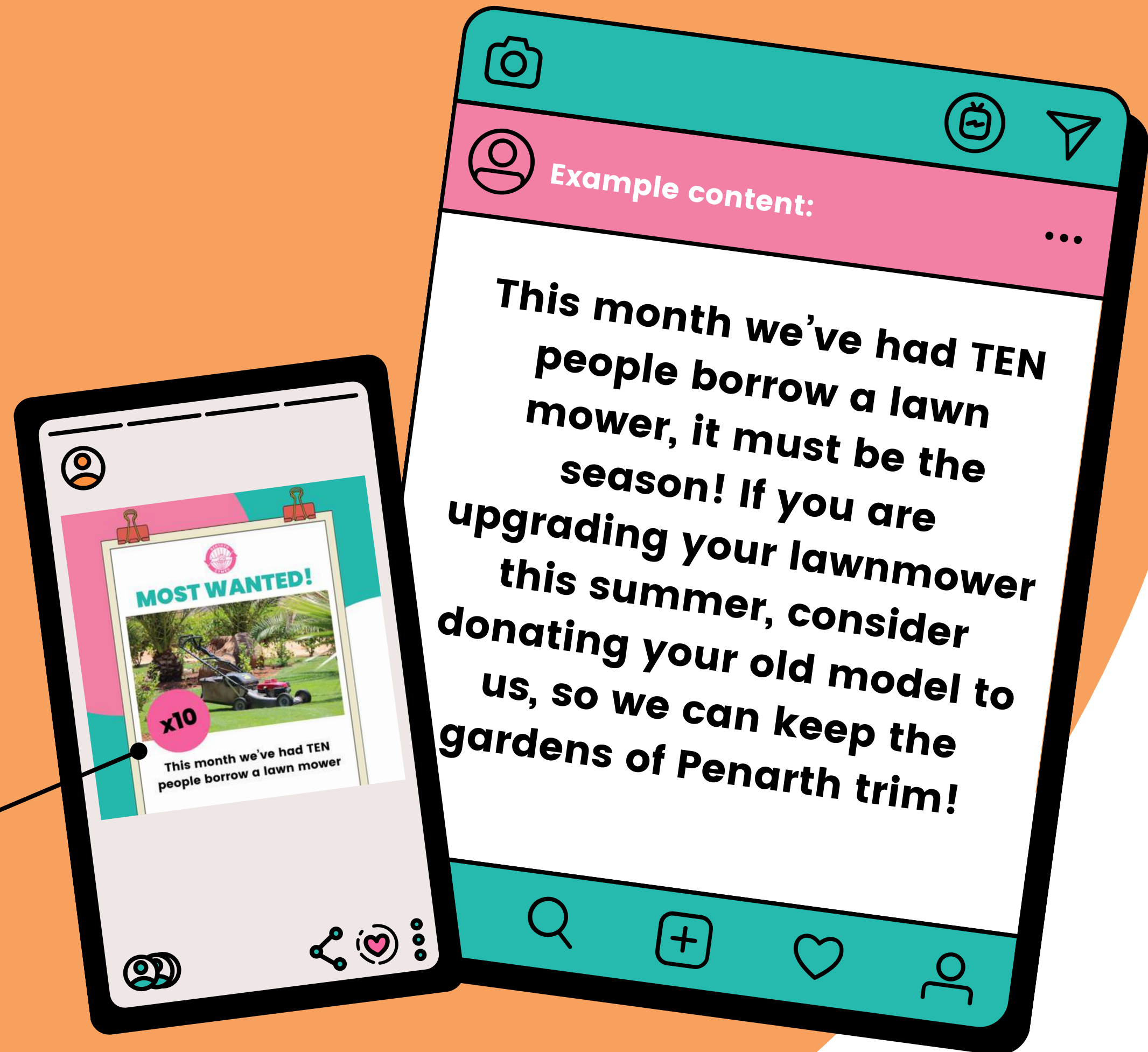
Most Wanted

Taking stock of what are the most popular items for each area and creating content to encourage people to donate.

Showing how much the item is needed respective to each area can help to foster the sense of community that donating can bring. They could be helping their neighbour.

Template.

Asset:
lawn mower and number of times it's
been borrowed that month.



Social media content:

Lend a...

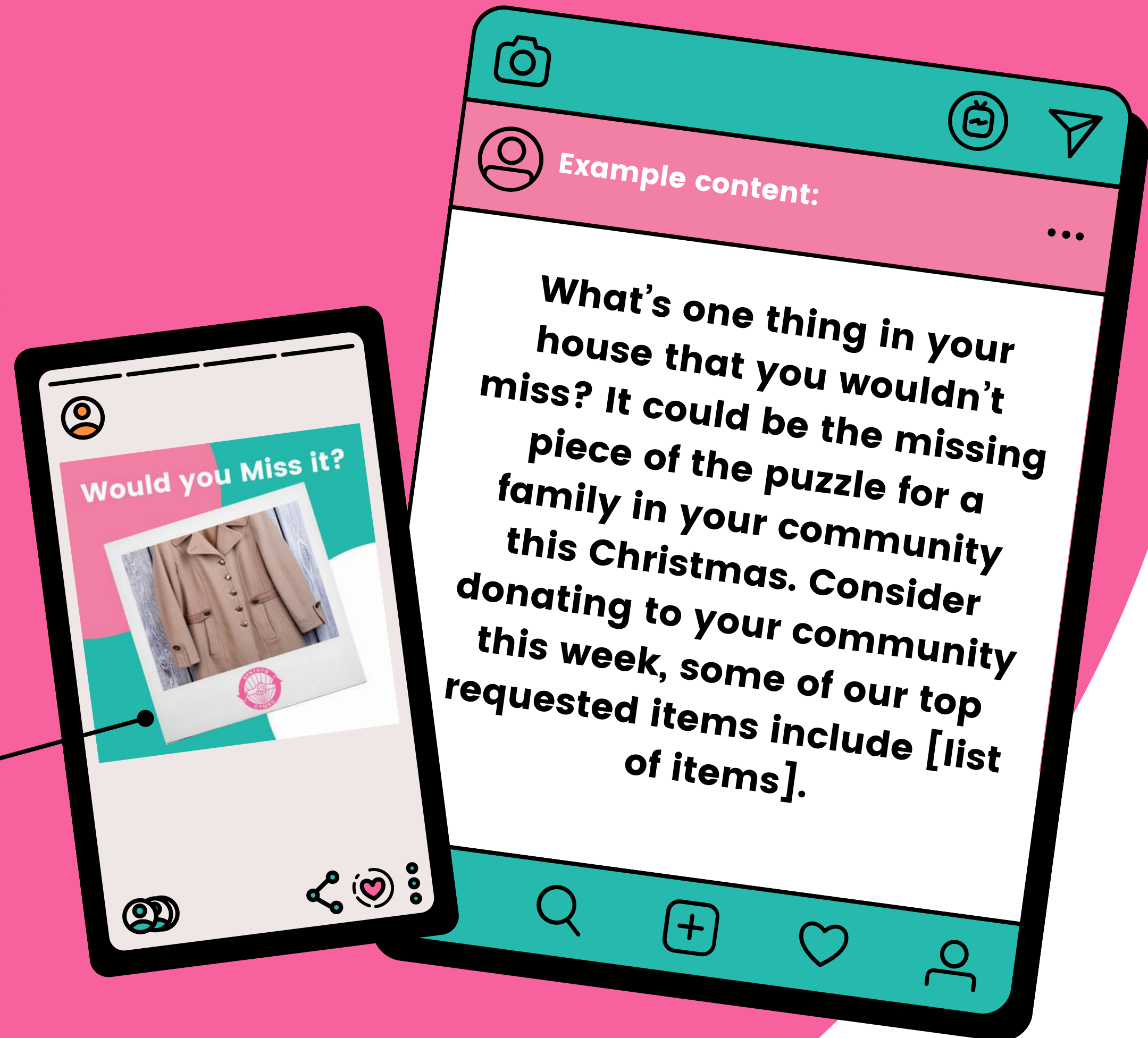
Using calendar hooks and seasonal tie ins, this content will ask the audience to reflect on one item in their house they could lend to help their community.

This will help them to see the project as something to be a part of, and then consider the items they have, in case they don't think of themselves of having anything of use.

Template.

Asset:

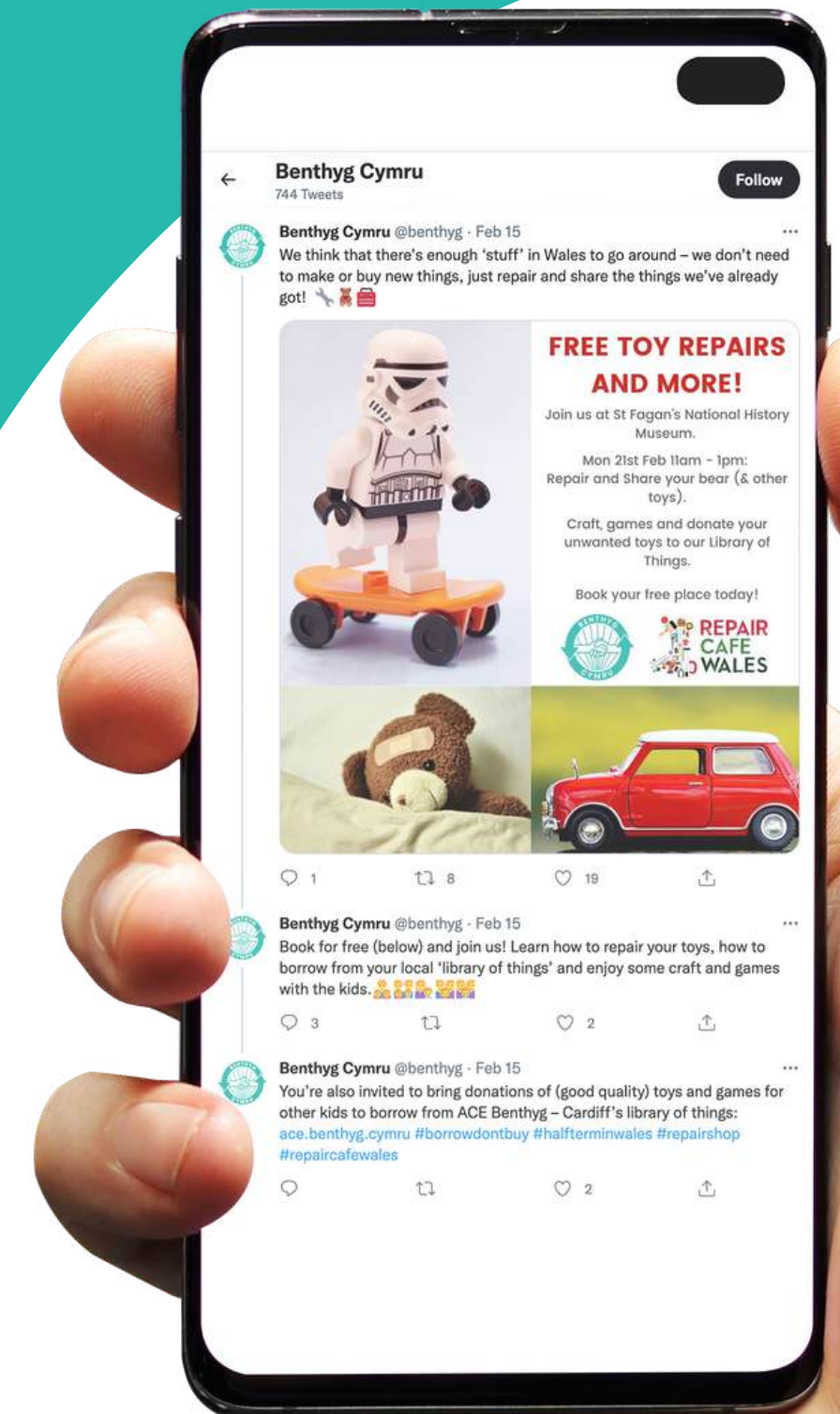
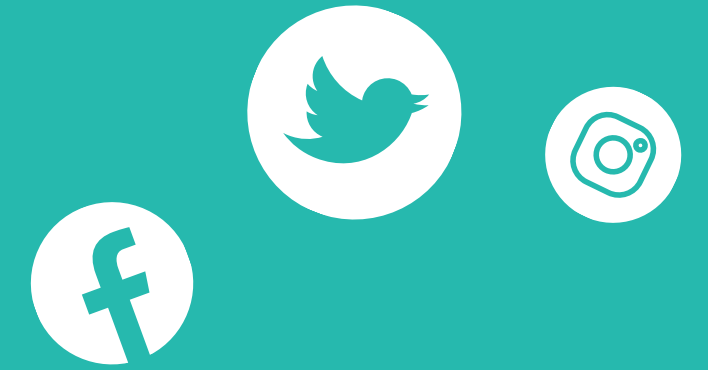
seasonal picture with large text 'would you miss it?' or 'do you need it?' to compel the audience to stop scrolling.



Social media accessibility

It's essential that the content produced by the hubs is as accessible as possible. Here are some tips we recommend including in your social media content:

- Write in plain language: Avoid jargon, slang, or technical terms.
- Don't overuse caps. Full-caps can be difficult to read and misinterpreted by screen readers.
- Use camel case for multi-word hashtags by capitalising the first letter of each word to make hashtags more legible and prevent screen reader mistakes.
- Put hashtags and mentions at the end. Punctuation marks are read aloud by screen readers. Be mindful of how hashtags or @ mentions can disrupt copy.
- Avoid special characters that can be misread by screen readers, like '&'.
- Avoid saying "click here." Use descriptive call-to-actions like Sign up, Try it for free, or subscribe.
- Use descriptive captions and alternative text (also known as alt text) to allow people to understand images when they can't see them (Facebook, LinkedIn and Twitter all have designated fields for you to input into for this purpose).
- Welcome and take on board feedback from the community. If someone flags something that doesn't work for them (like a colour combination or type of word), consider making changes to suit their needs, as it may be that others in the community need this too.



Monthly Newsletter



Introduction:

Monthly newsletter

We recommend creating a monthly newsletter to share with monthly subscribers, who will most likely be local people looking to keep up to date with the Bentyg.

[You can find the copy template of the recommended monthly newsletter here in English.](#)

[Here in Welsh](#)

Lend Engine, the borrowing platform we use, can be linked with Mailchimp, which is a quick and easy tool to use to create your newsletter. You can simply input the copy we've suggested, with your relevant changes, into a premade template. You can also import a list of email addresses all at once.

If using Mailchimp isn't preferable, the copy can be used directly in an email.

Introduction to: **Monthly newsletter**

Social media guidance



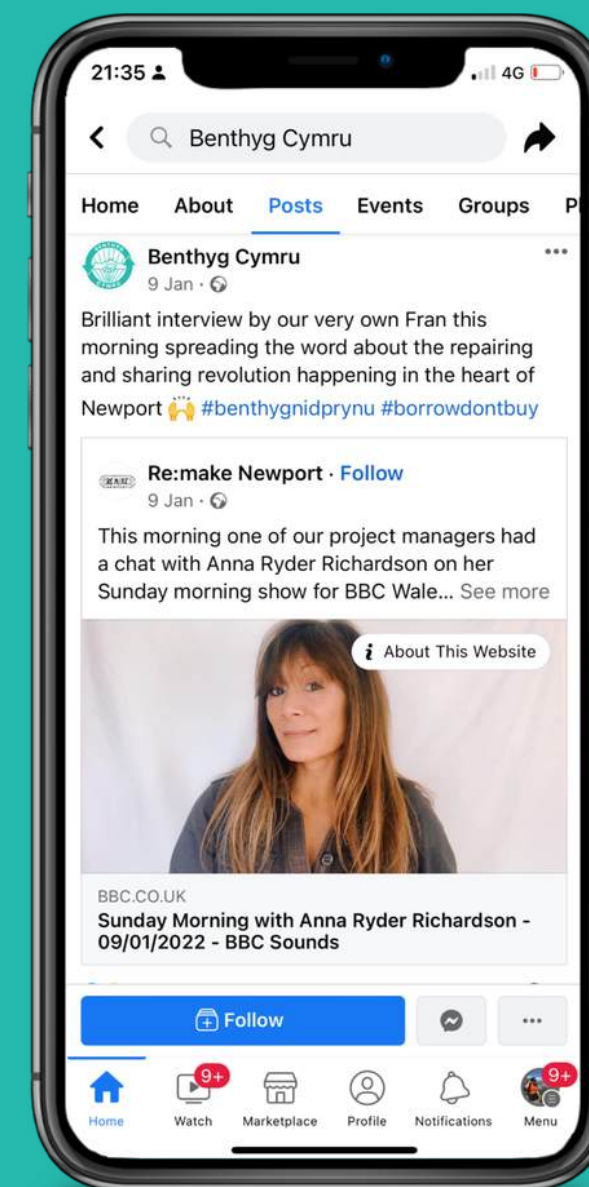
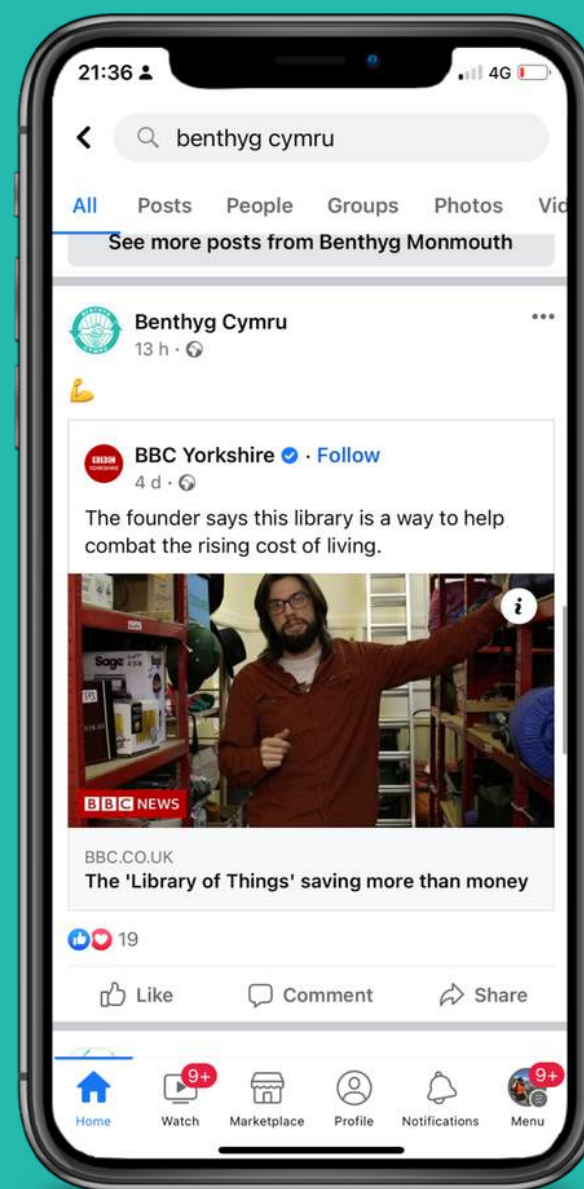
Examples of existing content



Sharing media coverage with
commentary helps to generate
conversation

Facebook Page Content

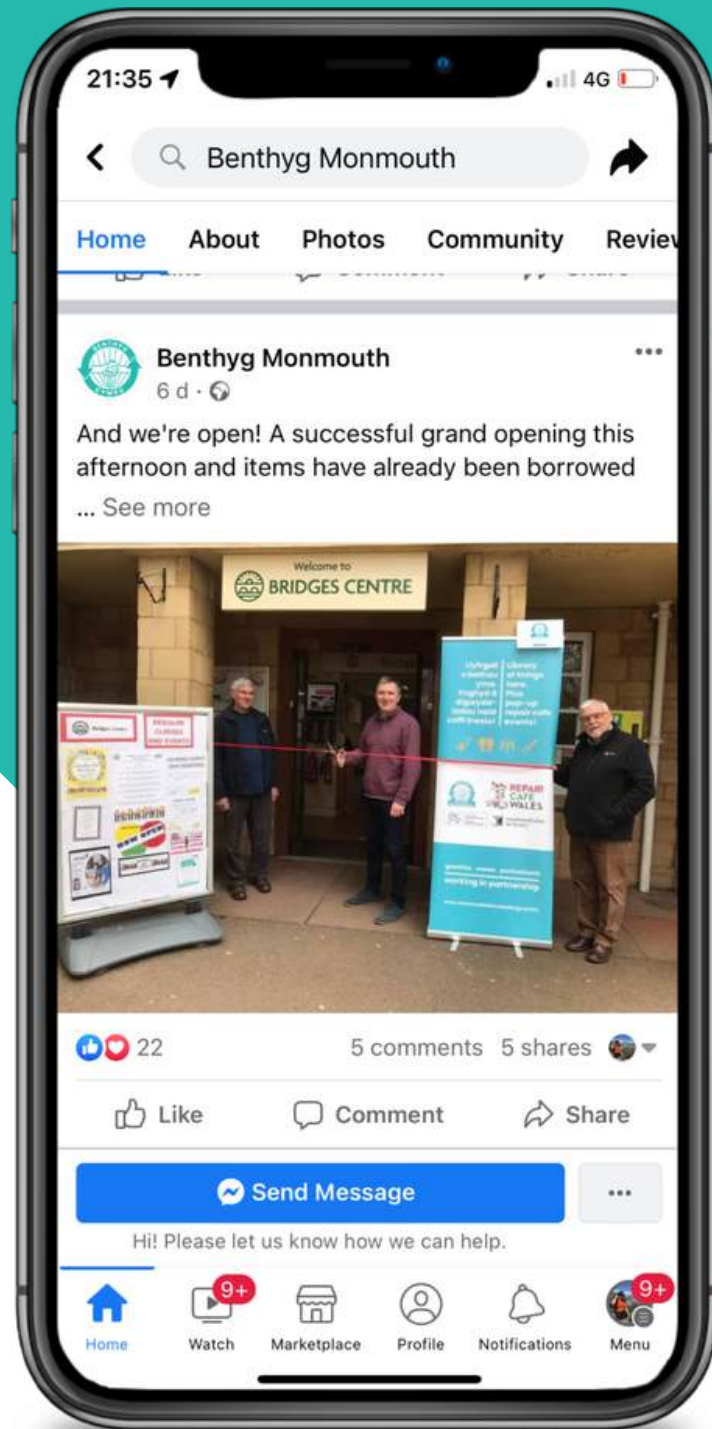
Sharing media coverage
shows people the
community is growing



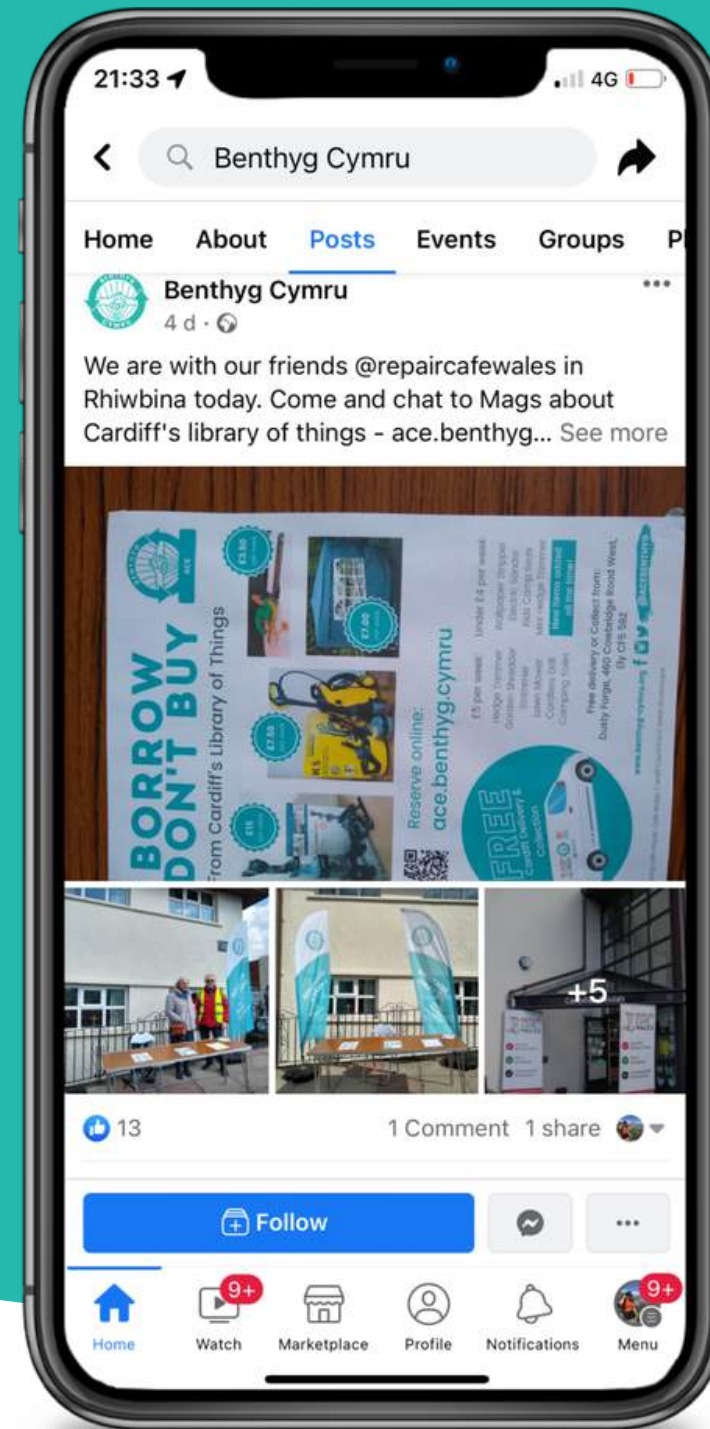
Starting posts with a
strong position that
resonates with
people encourages
engagement



Facebook Page Content



Coverage from the opening being shared by other pages encouraged people to engage



Showing the people behind the scenes, especially at pivotal points, encourages engagement. This post was shared a significant number of times.

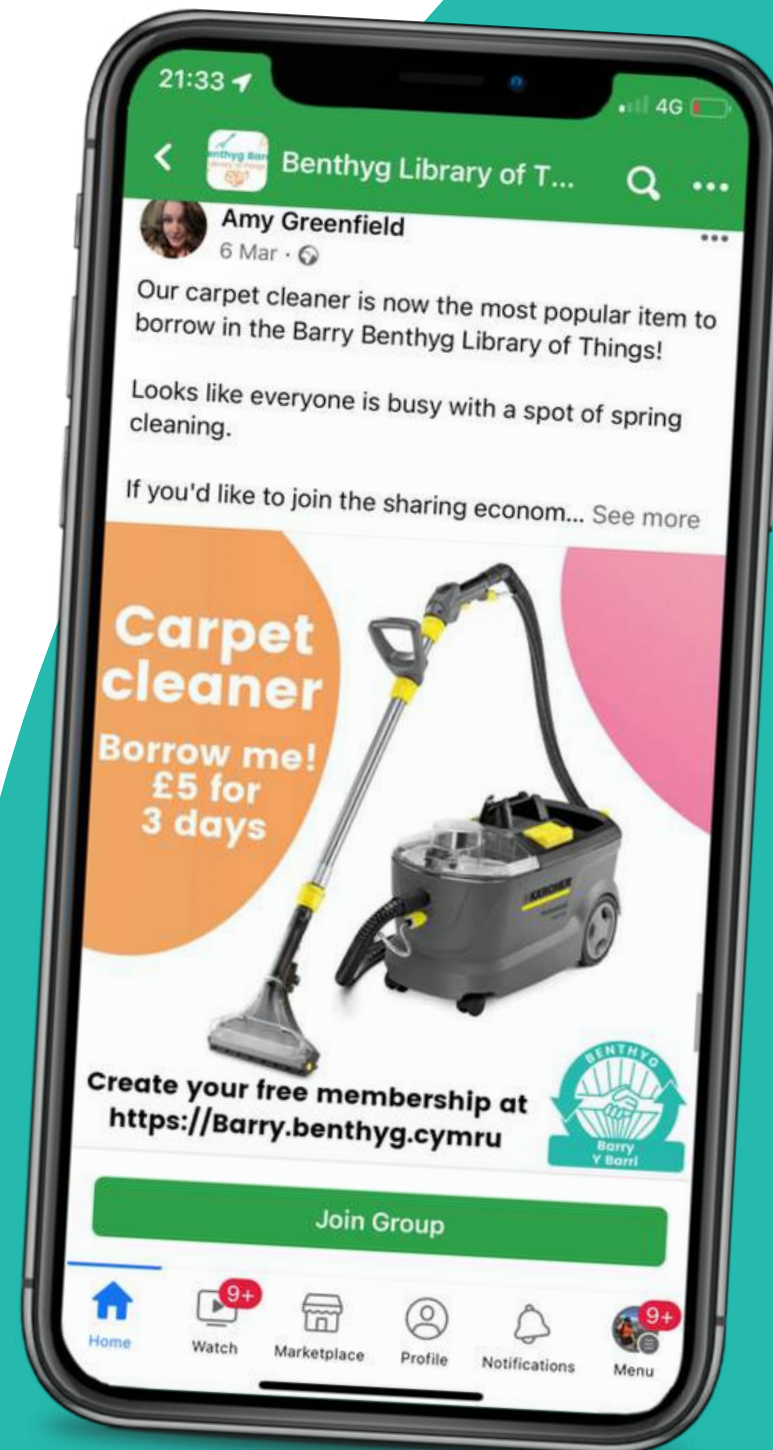


Sharing event information will encourage shares and comments

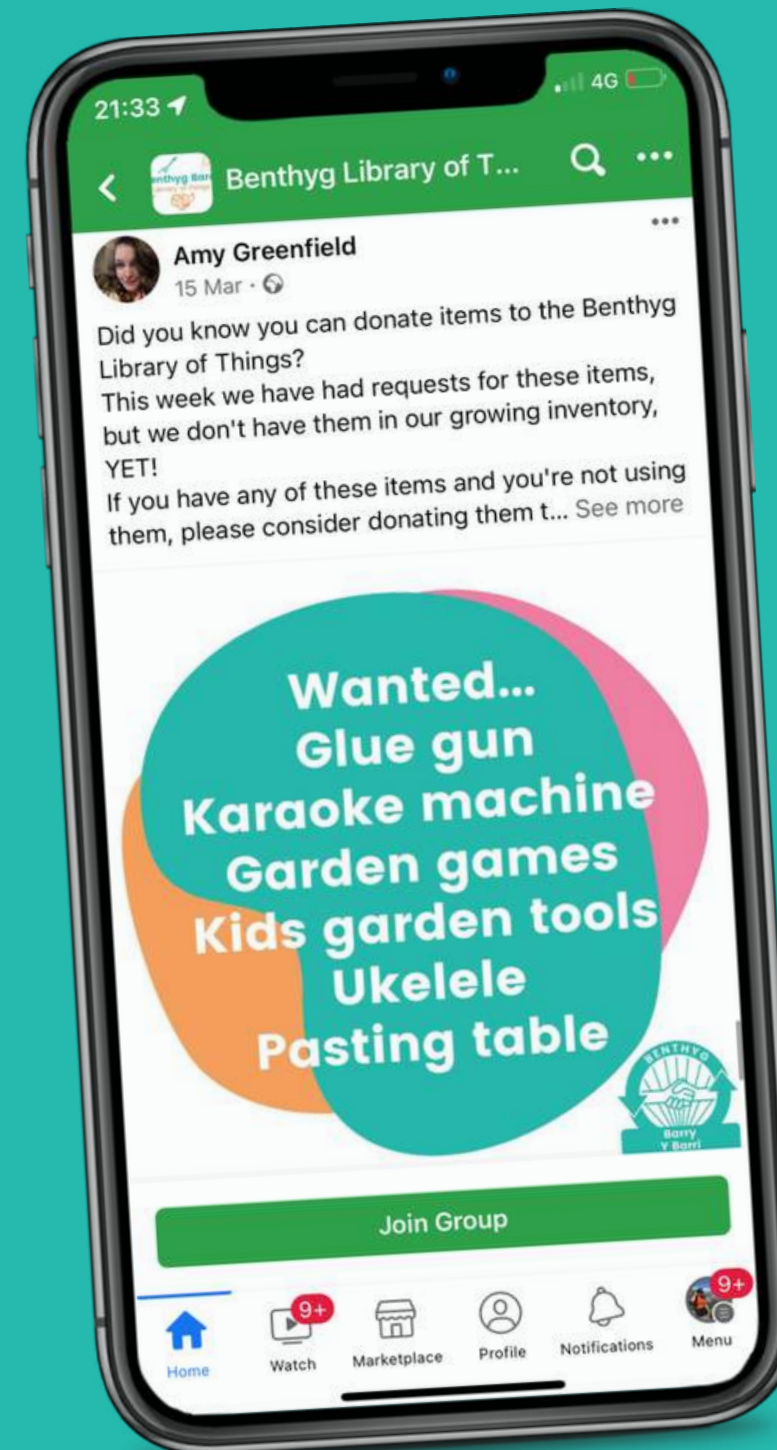
Facebook Group Content



Sharing event information will encourage shares and comments, the shorter the better!



Clear imagery and bold colours, as well as highlighting the most popular items, works well with the audience



Showing the wanted items with brand colours helps to create visibility for the brand



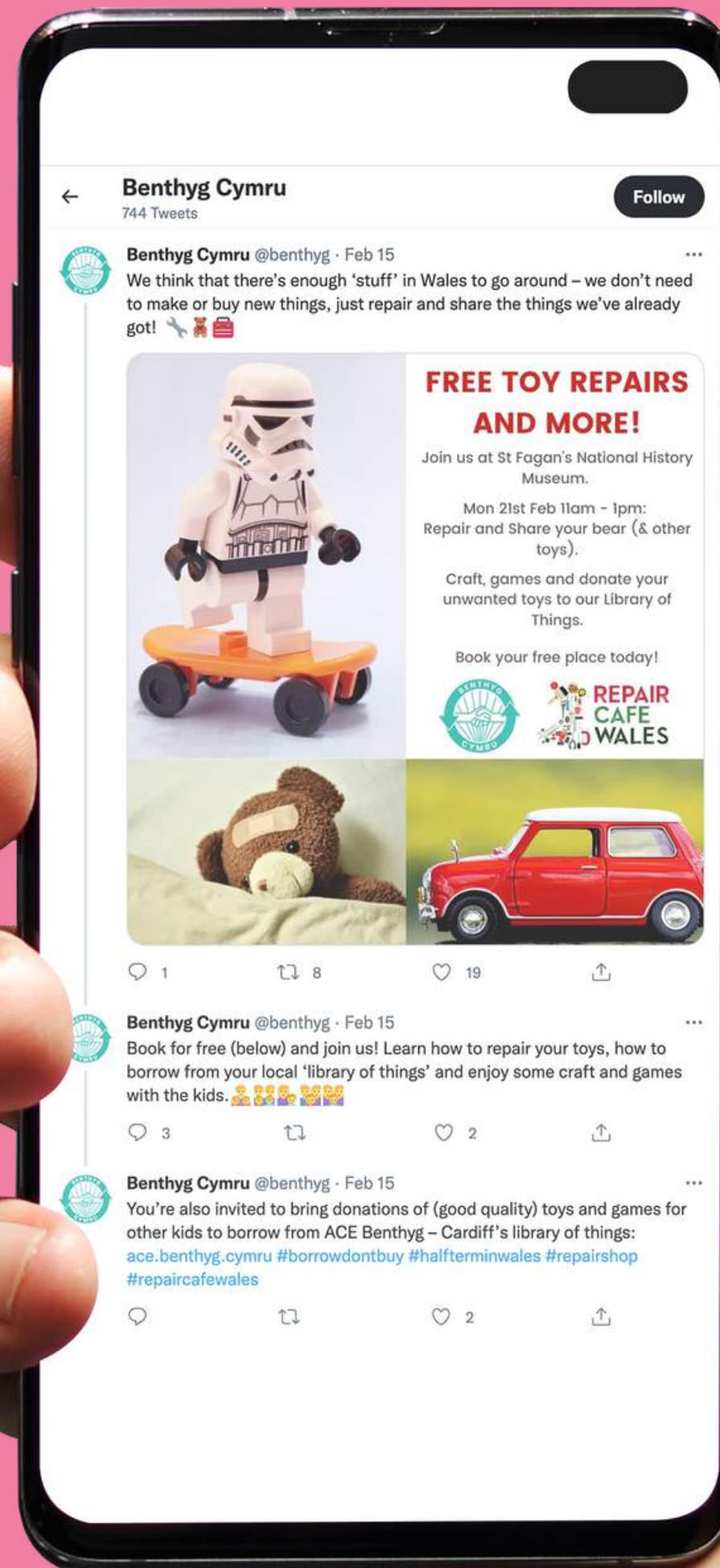
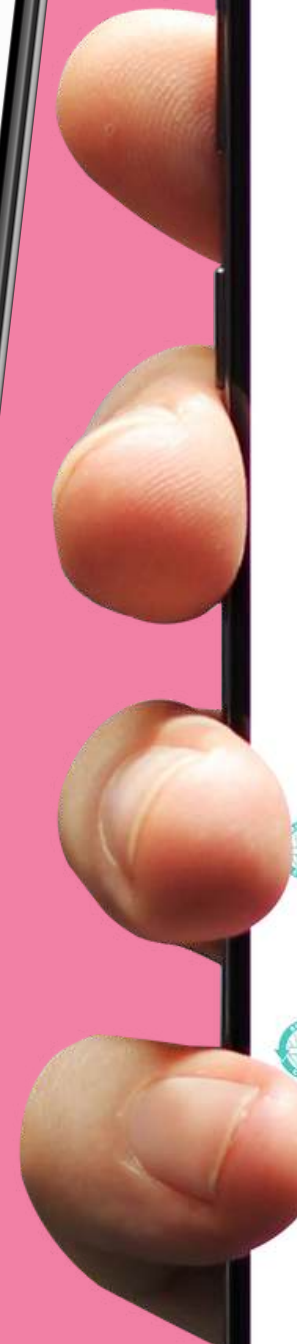
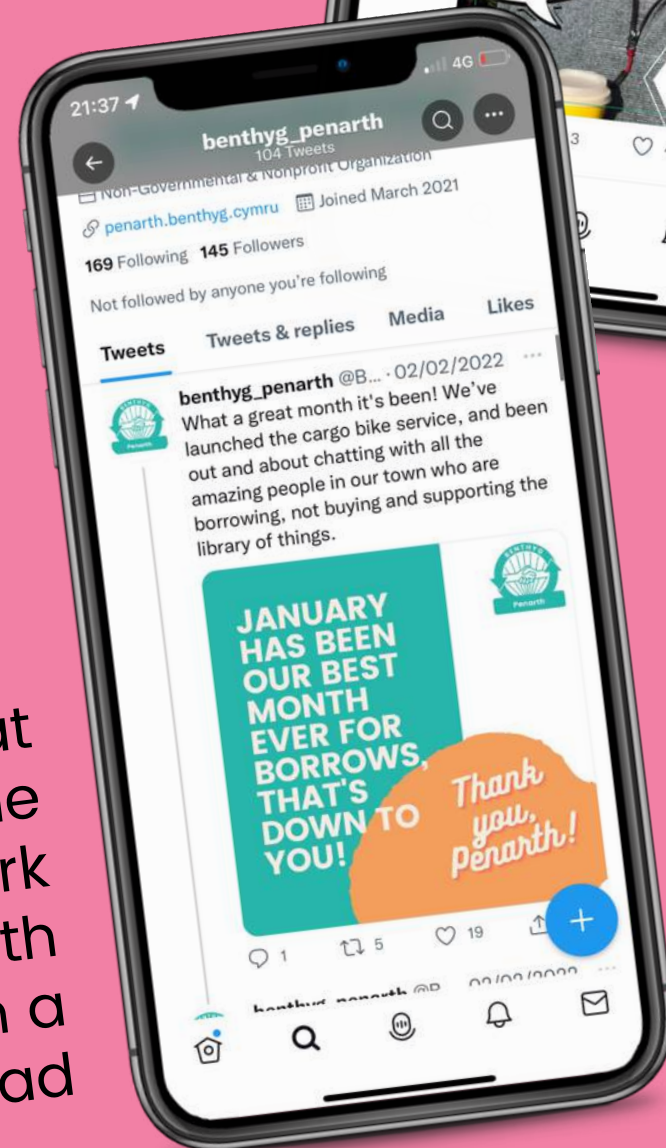
Tapping into local discussions generates discussion and reactions



Twitter Content

Recap posts that thank the community work well, especially with follow up posts in a thread

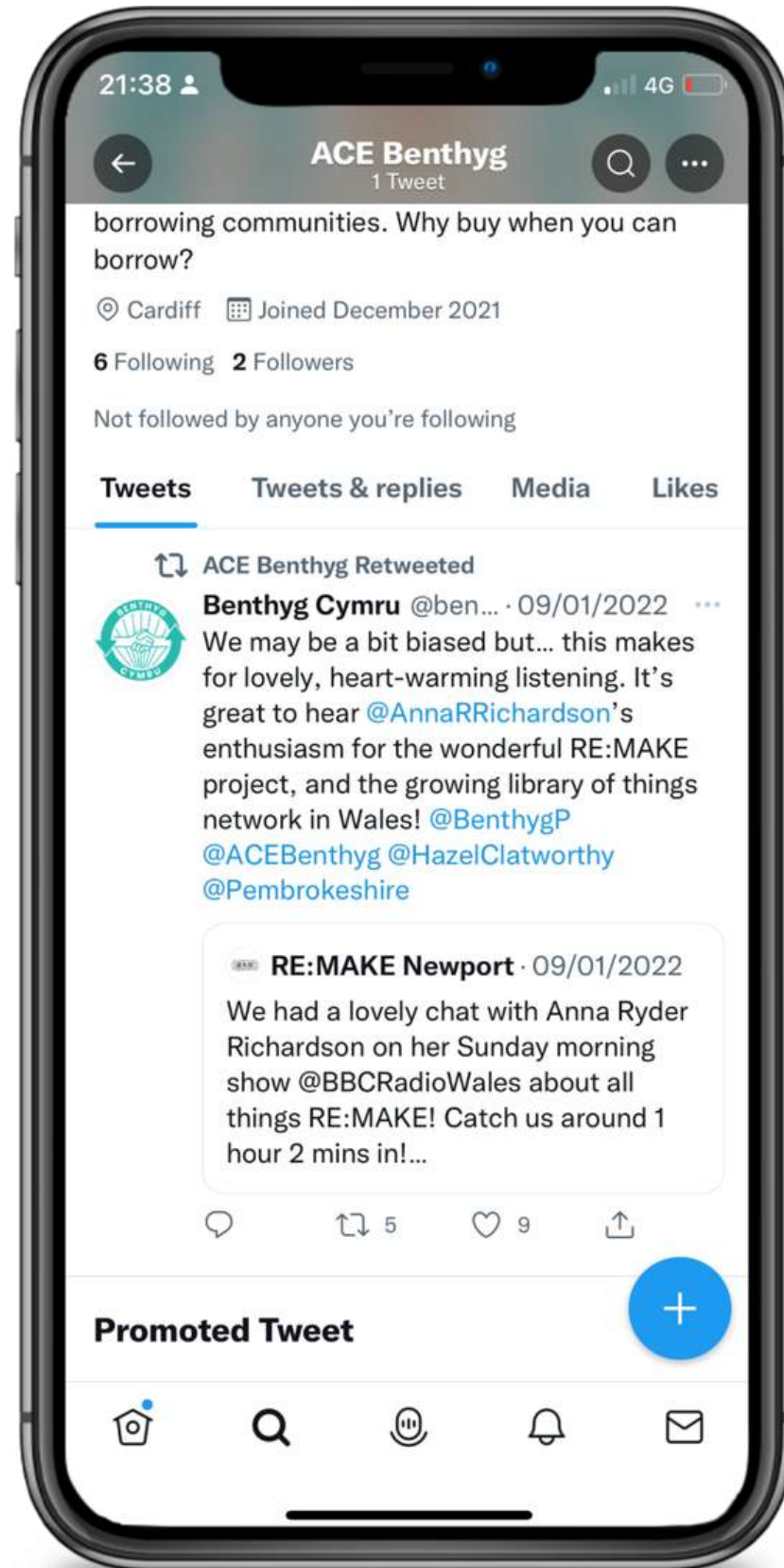
Showing the people behind the camera adds a human element which seems to resonate with the audience



Short sentences, two or three at most, work well to engage the audience.

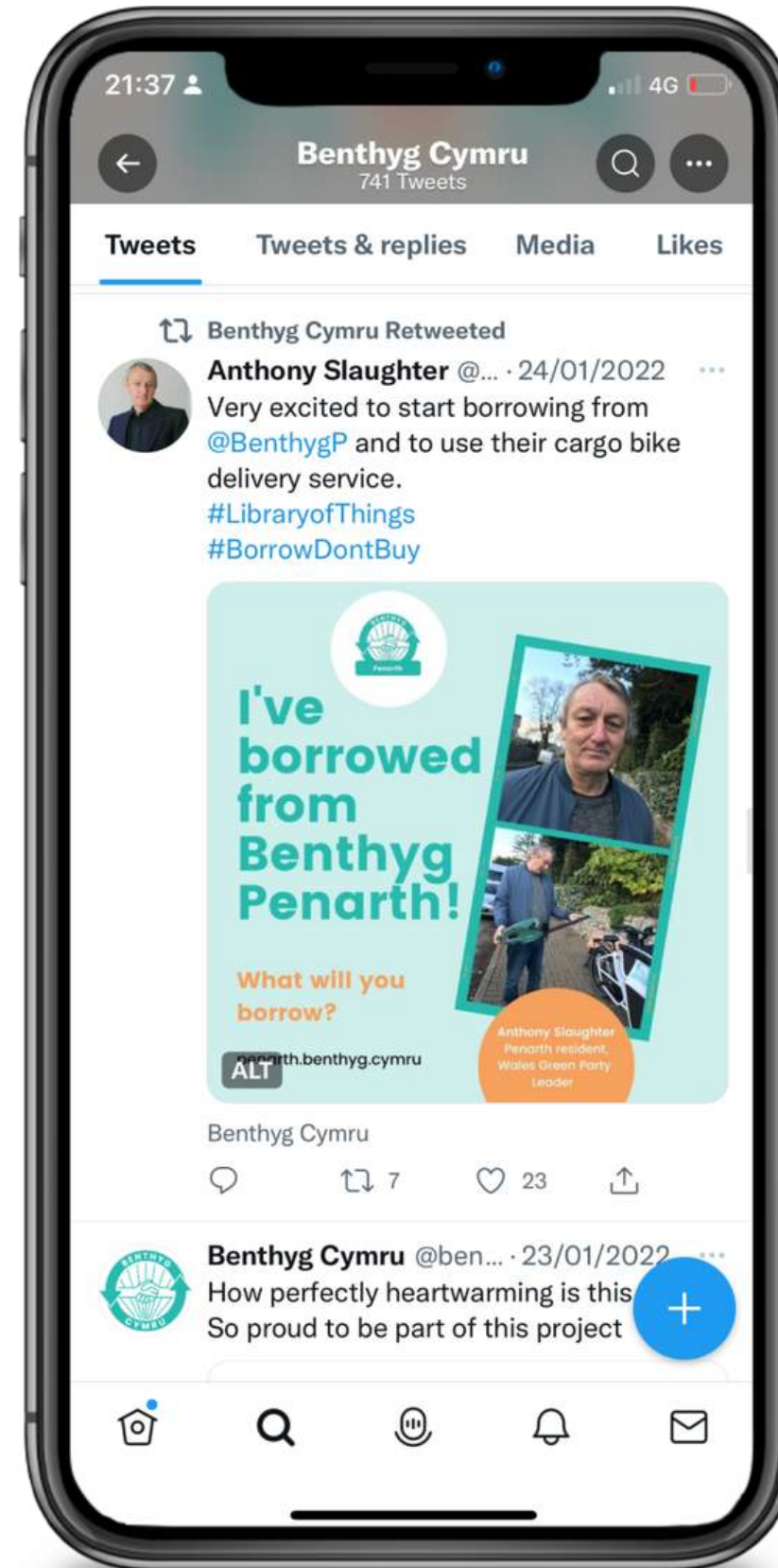


Sharing media coverage engages the audience because it shows the community is growing



Twitter
Content

RTing people who have borrowed adds a human element to the service



Finding community feedback is a great way to share engaging content

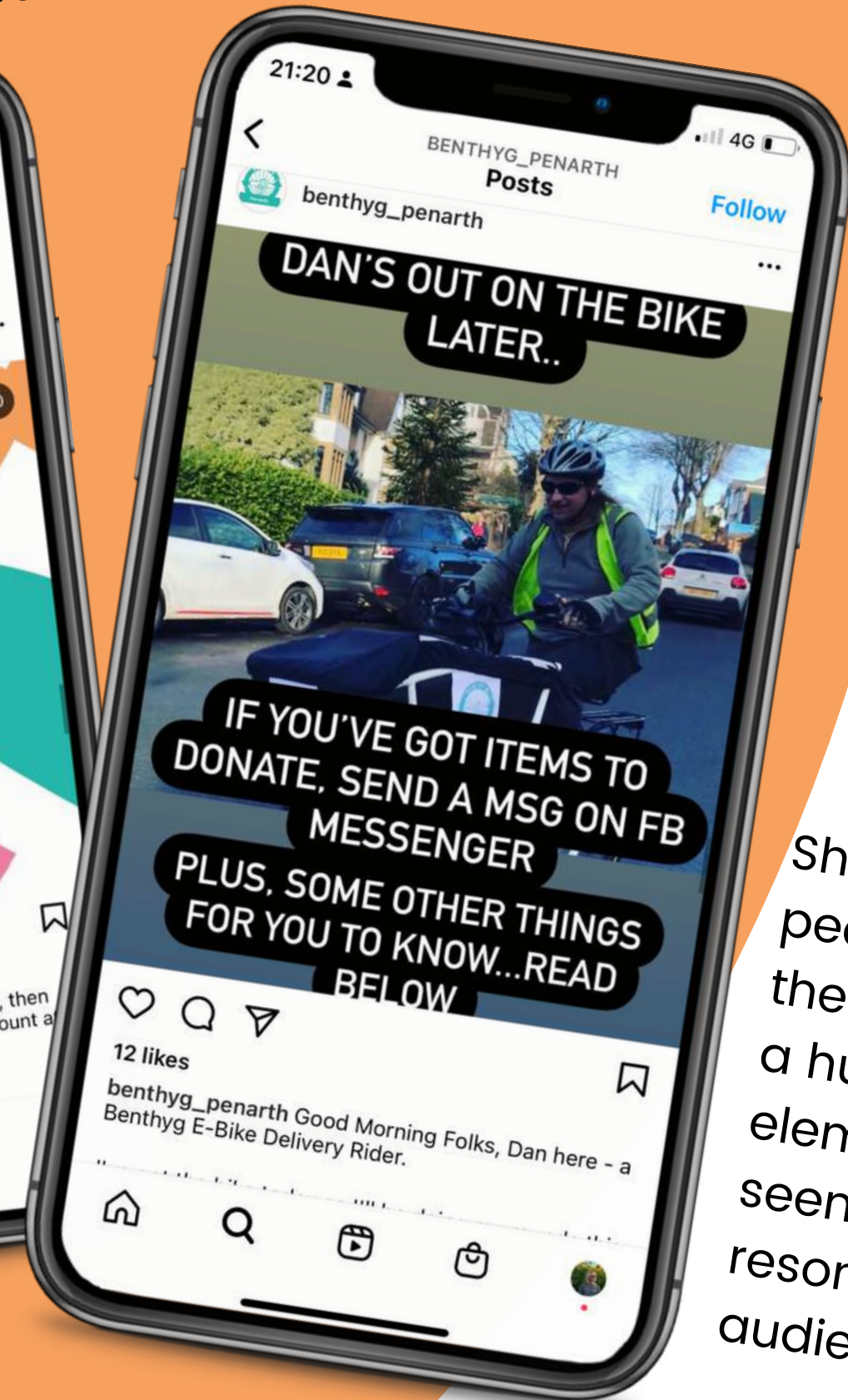
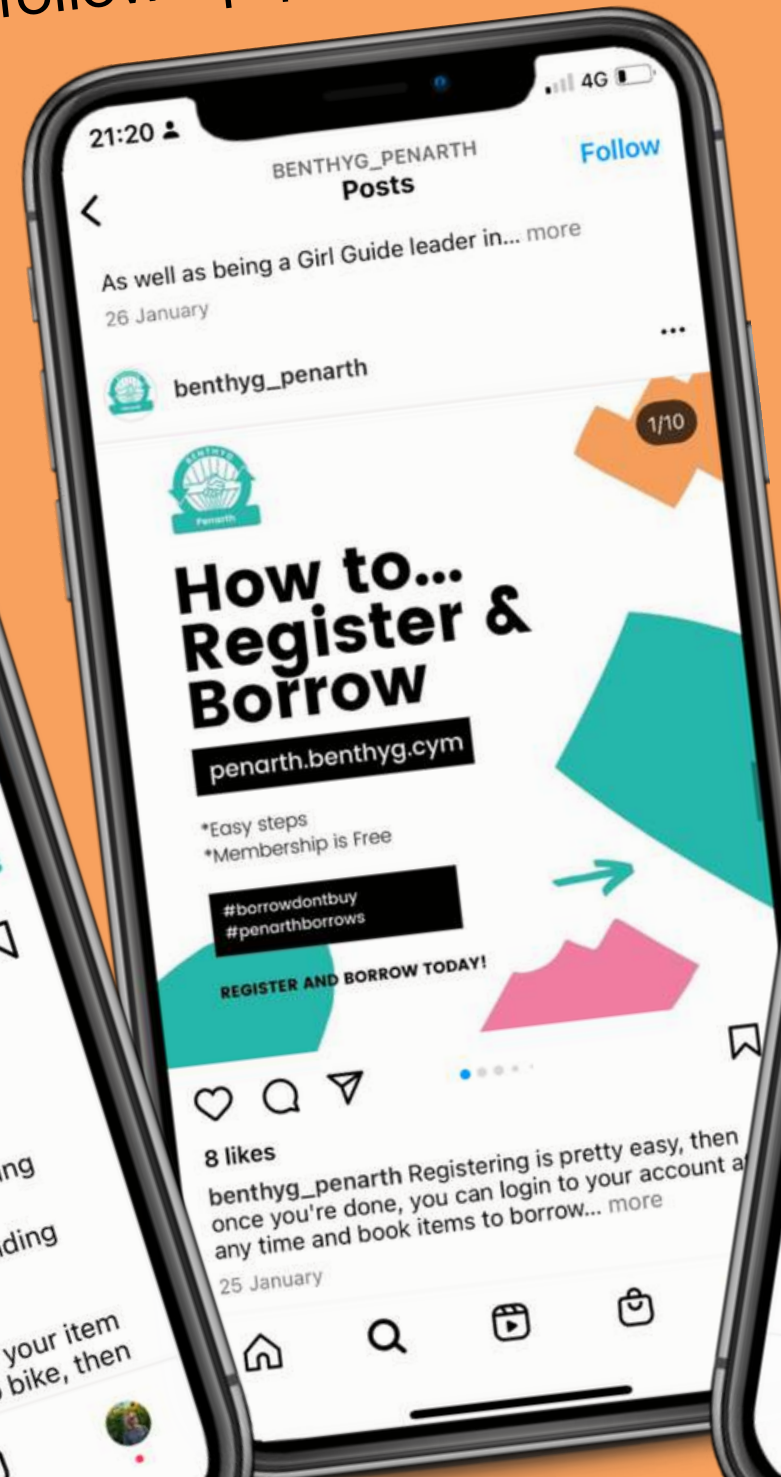
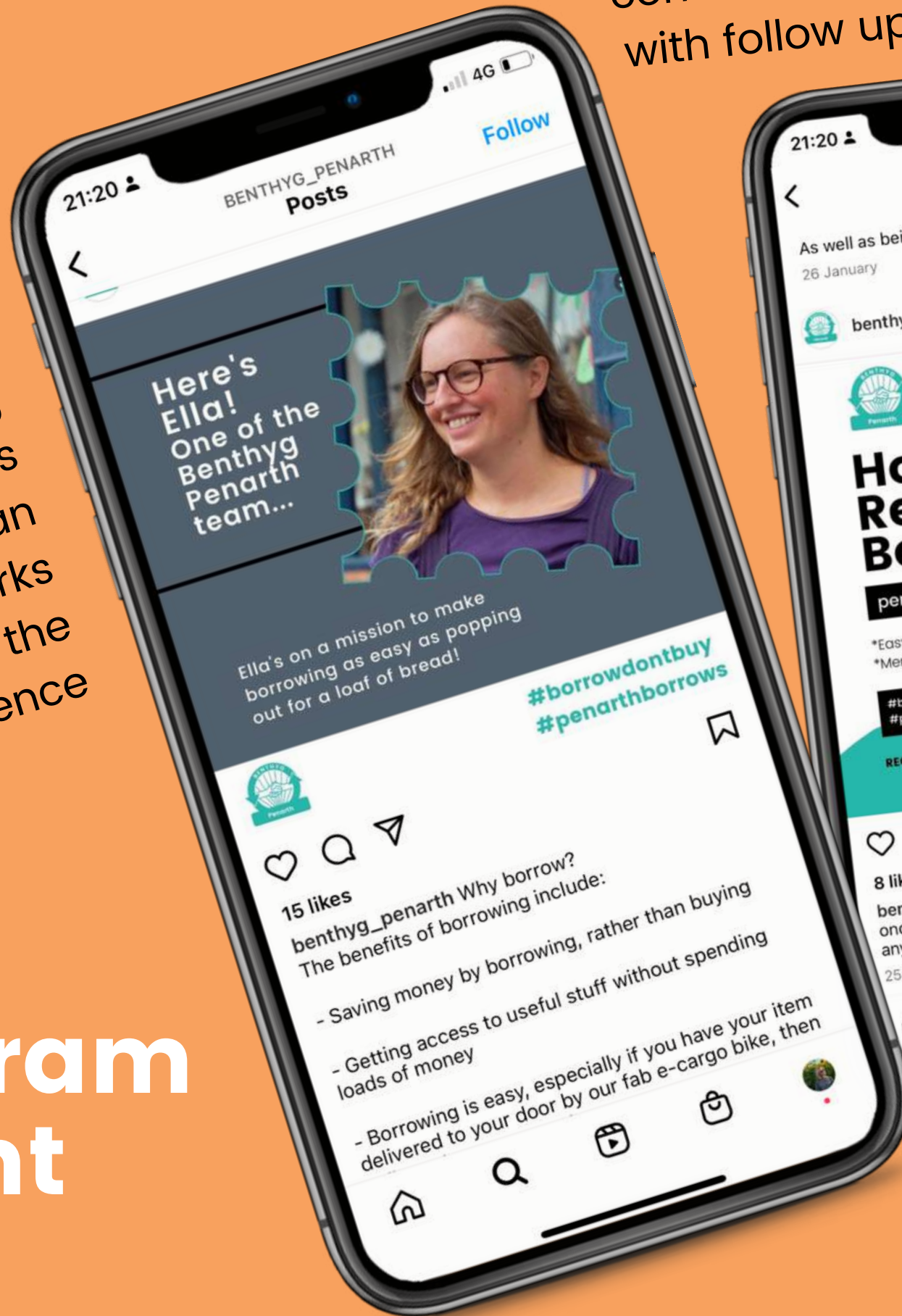


Recap posts that thank the community work well, especially with follow up posts in a thread

sharing content that has strong statements followers can engage with works well with the audience

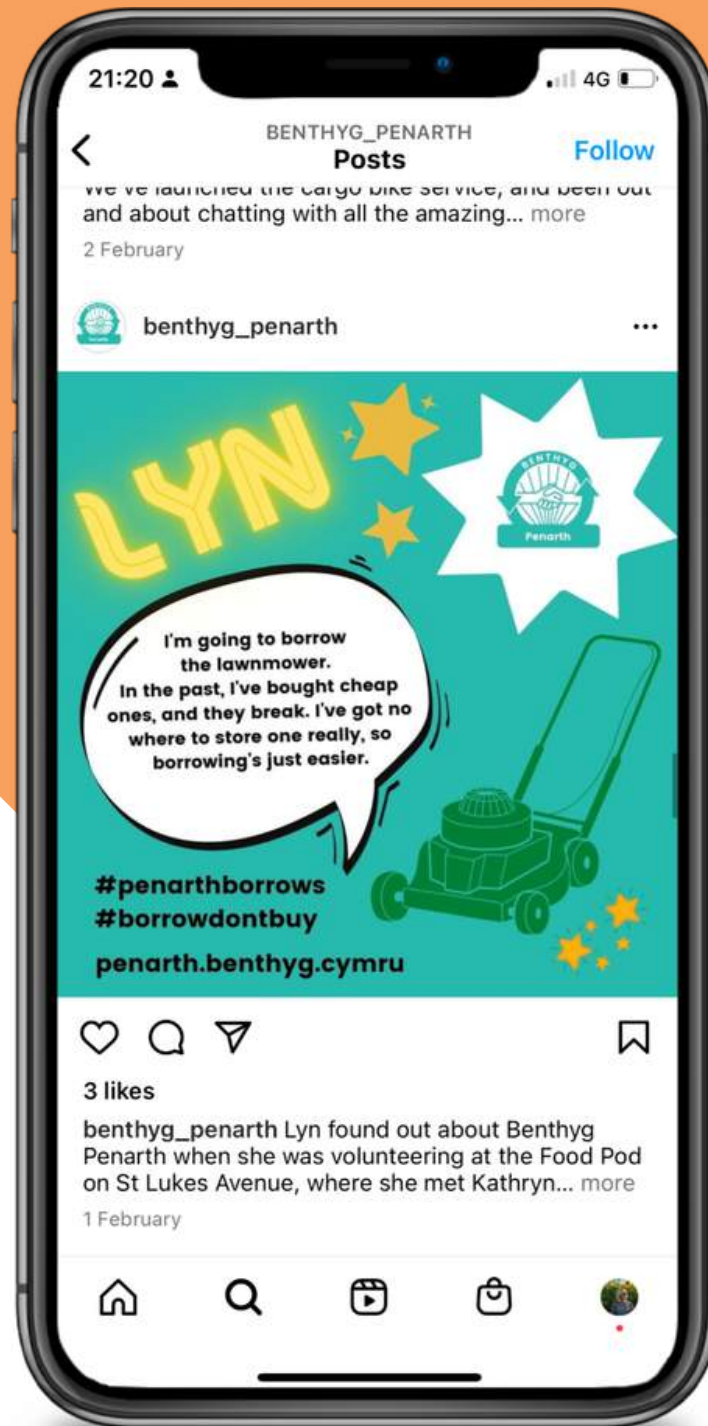


Instagram Content



Showing the people behind the camera adds a human element which seems to resonate with the audience

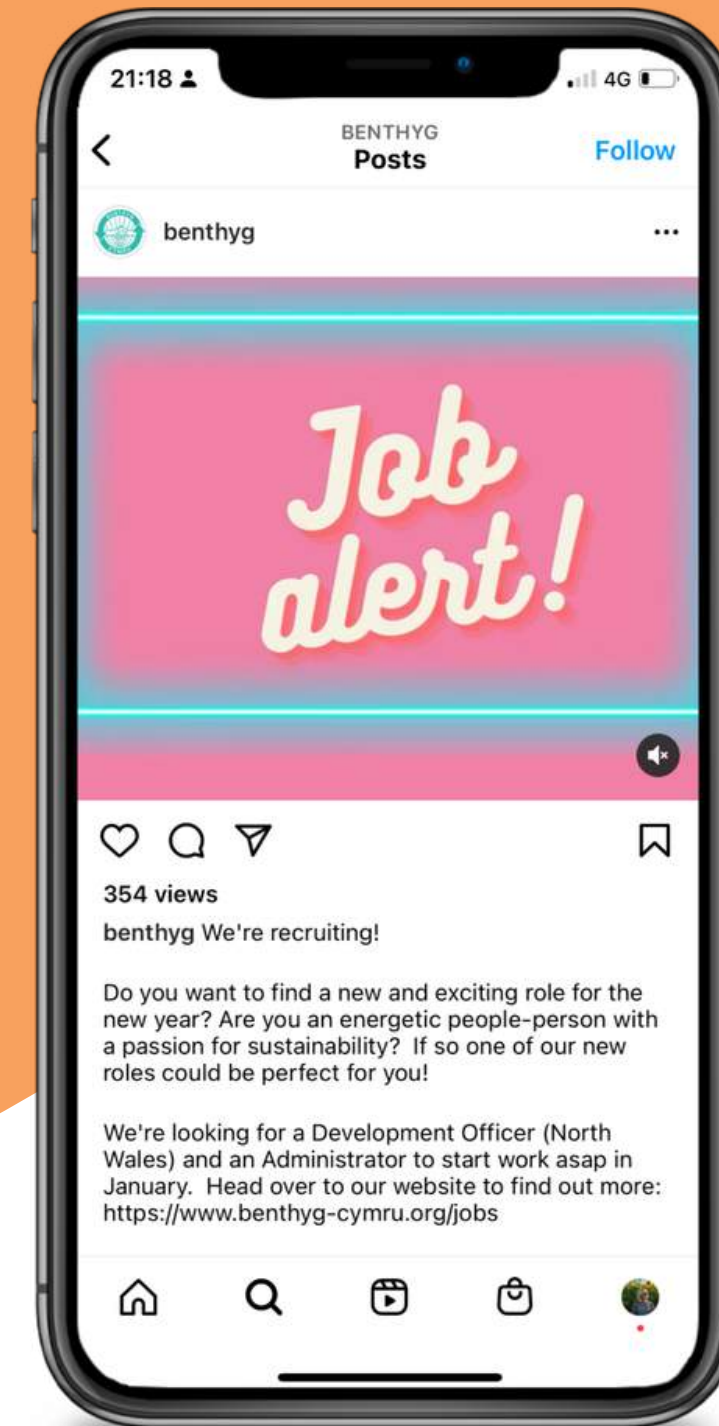
Instagram Content



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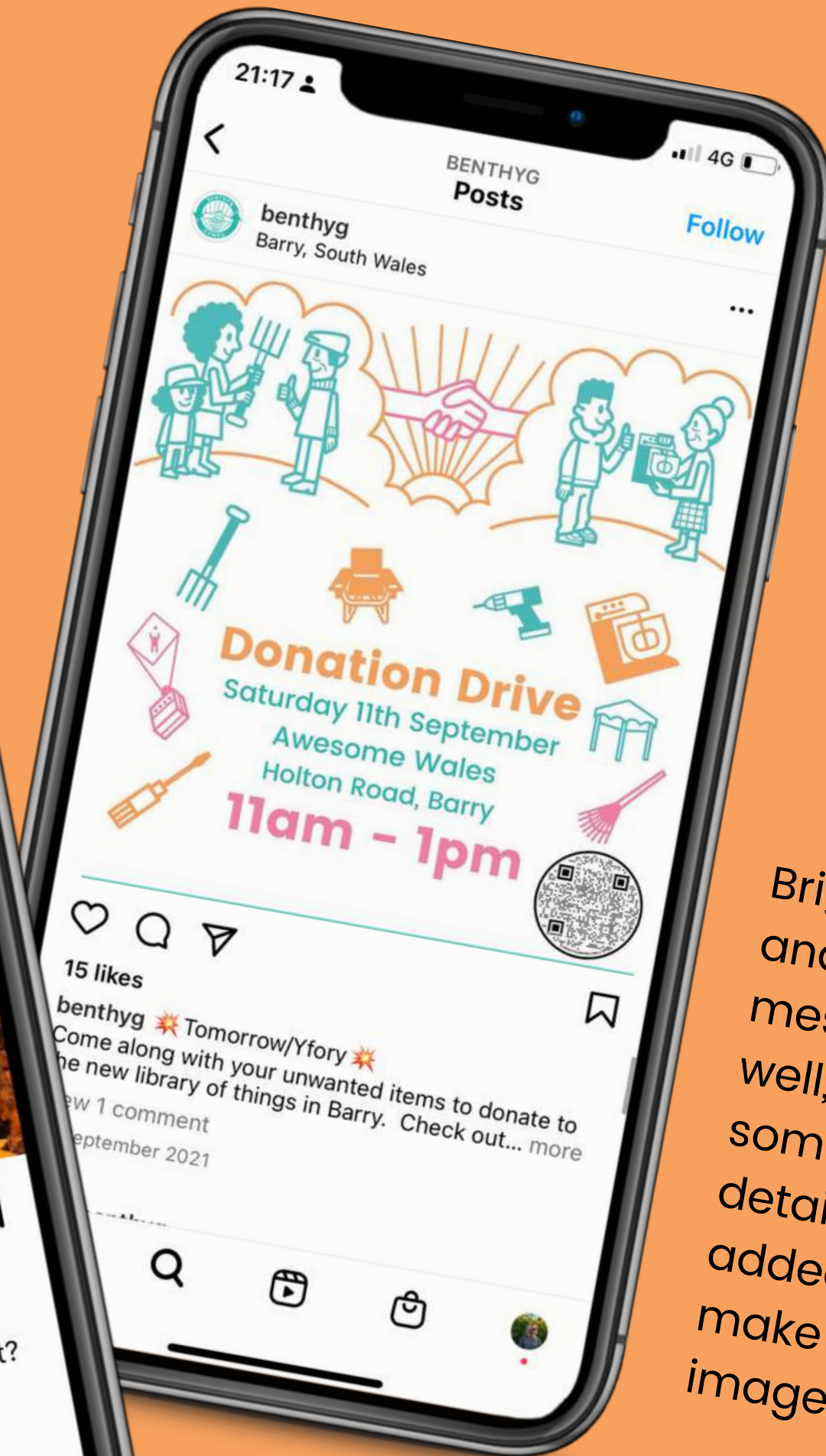
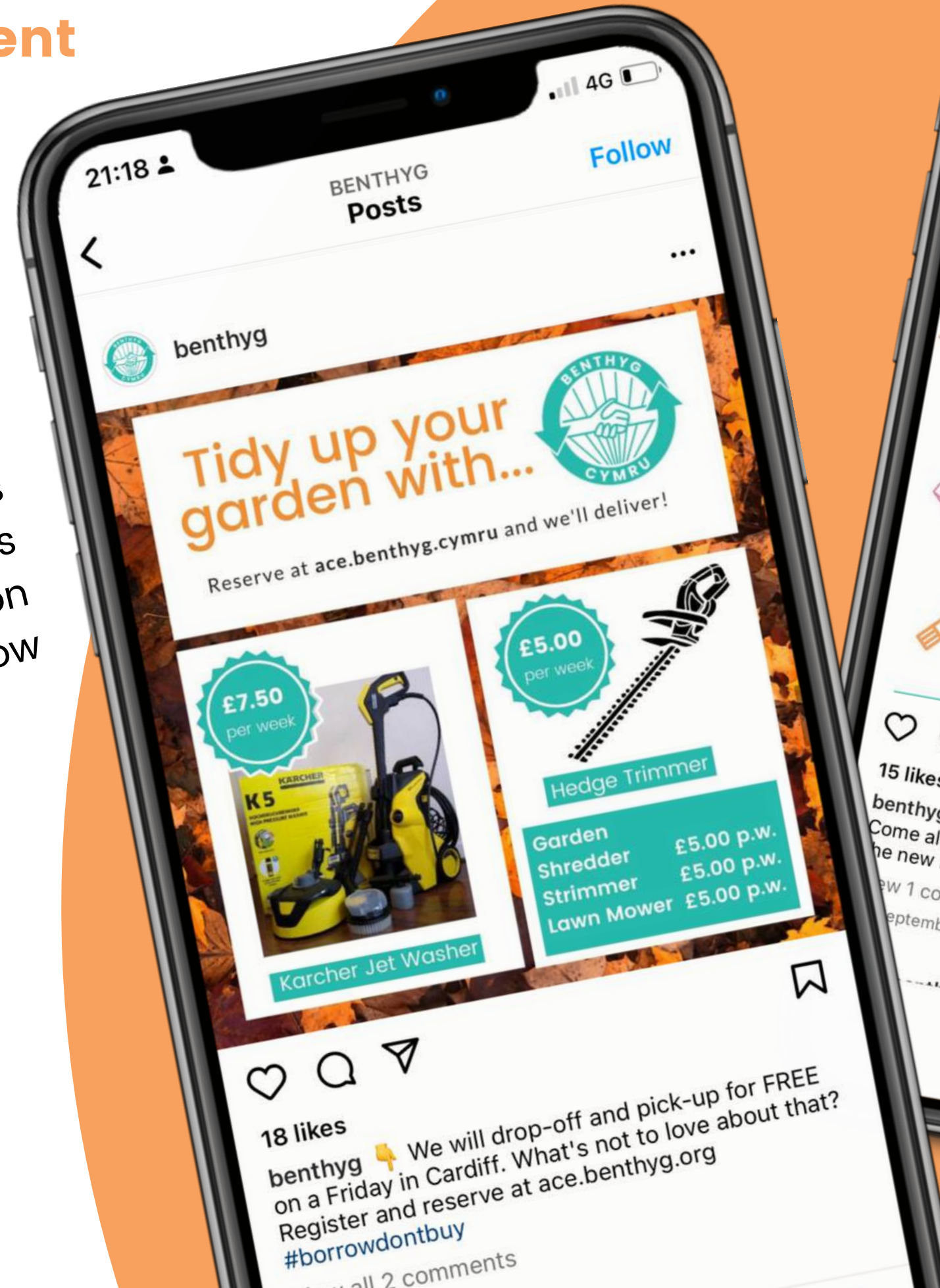


Make sure to add a couple of hashtags to the posts to help increase reach

Instagram Content



Clear posts with pricing and options communicates everything the person needs to know



Bright colours and clear messaging works well, although some of the details can be added in text to make the imagery clear



Total Followers

5,599

PAGES:

Benthyg Cymru
2,808 followers

Benthyg Penarth
1,004 followers

Benthyg Monmouth
155 followers

ACE Benthyg
246 followers

Benthyg (Cardiff)
286 followers

GROUPS:

Benthyg Library of Things
Barry and Vale of
Glamorgan
1,100 followers

Existing Channels

Your channel could be added to this list, and don't forget to follow them!



Total Followers

1,434

Benthyg Cymru
1,237 followers

Benthyg Penarth
145 followers

ACE Benthyg
2 followers



Total Followers

1,318

Benthyg Cymru
808 followers

Benthyg Penarth
433 followers

ACE Benthyg
77 followers



Total Followers

107

Benthyg Cymru
107 followers

Contact Us

If you have any questions or need for additional information, please don't hesitate to get in touch.

Becky@benthyg-cymru.org



Thank you

