

@Chelt
52

MEDIA PACK

52 weeks
52 tweeters
140 characters
10,000+ followers

What is 'rotation curation'?

#RotationCuration is the concept of rotating the spokesperson on a social media account. This can be across a location, country, an organisation, a group, and so on.

What is @Chelt52?

@Chelt52 is a rotation curation social media account. The account rotates a different spokesperson each week to become the 'voice' of Cheltenham.

Every week for 52 weeks, the tweeter shows the world what their Cheltenham is about – and what they contribute to the town. Every Monday a new individual, business or organisation takes charge of **@Chelt52**.

The intention of **@Chelt52** is to collate a wide range of participants that can portray the diverse lifestyles that make Cheltenham unique.

@Chelt52 launched in 2013 and is organised by Liam McKinnon and Sophie Fryer.



Why get involved?

Our project is a useful place for individuals, organisations and businesses to meet new people, spread the word about what they do and interact with a whole new audience.

Taking a week on **@Chelt52** is particularly effective for independent organisations who may not have a large Twitter following, as our 10,000+ strong account is a great opportunity to get a message out to a large Cheltenham-based audience.

We have found that many people have discovered new places and things to do through **@Chelt52**, and we have unearthed many of the town's 'hidden gems'. Businesses can create potential leads for new customers after a week on the account.

Year One Highlights...

In the first year of the project, we were joined by notable names such as **Martin Horwood MP**, **All Saints Academy**, **Cheltenham YMCA**, **GlosCol** and **Cheltenham Town Ladies FC**.

Year Two Highlights...

In the second year of **@Chelt52**, we welcomed tweeters such as **Cheltenham Playhouse**, **The Science Festival**, **Pink Sky Studios**, **Cheltenham Races** and **Sue Ryder Leckhampton Court Hospice**.

Year Three Look out for...

Each and every one of our tweeters in year three of the project will be able to share something special! Look out for **Holst Museum**, **Cheltenham Feminists**, **Beards Jewellers** and **Pod Coffee...**

For the full line-up, see cheltenham52.co.uk



I love my adopted home town and think it's a great way for others to find about more about the area from a personal perspective! **Vince Freeman (of The Voice)**



Our week on **@Chelt52** was not only great fun, but also allowed us to connect to a wider audience of Twitter followers. **Maple Rock Design**



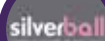
I had a fantastic week tweeting for **@Chelt52**! It gave me the opportunity to highlight some of the local things I am passionate about. **Sophie Smith, Miss Cheltenham 2015**



We love Twitter, we love Cheltenham and this seemed to be that combination realised! **Thrill Collins**



Getting involved with **@Chelt52** gives us the chance to give an insight into just some of the wide range of work we are doing in Cheltenham. **Gloucestershire Constabulary**



@Chelt52 is a fantastic way to expose our brand to people who may not have previously stumbled upon us. **Silver Ball PR**

52 WEEKS. 52 TWEETERS. Sharing a different voice from Cheltenham each week for a year!

Follow **@Chelt52** on Twitter Join **@Chelt52** on LinkedIn

cheltenham52.co.uk • hello@cheltenham52.co.uk

This pack was put together by **Maple Rock Design** find out more about them at maplerockdesign.co.uk.

@Chelt52 are proud partners of **Cheltenham Comedy Festival** cheltenhamcomedy.com