

A wide-angle photograph of Edinburgh, Scotland, taken from a high vantage point. The sun is setting behind the city, creating a warm, golden glow. The city's architecture, including the spire of St. Giles' Cathedral, is visible against the sky. The foreground shows the silhouettes of buildings and a street.

**#blogmanay**   

## Get involved and share your experience of winter in Edinburgh & Scotland with the world!

Edinburgh's Hogmanay attracts visitors from over 60 countries to celebrate at the 'Home of Hogmanay', join our dynamic team of international Travel Bloggers and tweet, Facebook, photograph and share your Edinburgh's Hogmanay experience using **#blogmanay**.

Or fancy being a local blogger? You too can join our team of international bloggers. More details below...

### Individuals

Share your Christmas and Hogmanay experiences and photos on Instagram, Twitter and Facebook with **#blogmanay**.

Take part in #blogmanay and share your must-see recommendations for a wonderful winter experience in Edinburgh and across Scotland.

What's your absolute favourite thing to do in Edinburgh at this time of year? Where's the more desirable restaurant? The most awe inspiring and exciting event? What's the most stop your heart beating view of the city? Which cosy bars do you love to visit and where's the most perfect spot for coffee on a wintry morning?

Keep an eye on #blogmanay to keep up to date with offers, opening hours and promotions from participating businesses.

Not in Edinburgh? So not a problem! What's happening in your city/town/area? Let people know what Hogmanay (or New Year if you are not celebrating in Bonnie Scotland) means to you - don't forget the **#blogmanay** tag.

### Businesses

Have you got the feature filled Edinburgh's Hogmanay brochure? Do you have your #blogmanay individual frames? If not, request some here:

[blogmanay@edinburghshogmanay.com](mailto:blogmanay@edinburghshogmanay.com)

Display your individual frames and a 'how to use #blogmanay' poster in a prominent place,

put up a few frames as an example with your own product, e.g image of your most popular jar of jam!

**On your 'How to use #blogmanay' poster:**

1. Fill in details of your business wi-fi and password (if available for public use, this is recommended as it will encourage wider use)
2. Include your own Twitter handle, Facebook page, Instagram info
3. Incentivise use with prizes or promotions relevant to your business, e.g. best image today wins a free smoothie or 20% off your next meal.

**The best images shared using #blogmanay will win tickets to Edinburgh's Hogmanay and one lucky blogger will win a meet & greet with headliners Pet Shop Boys!**

You are not only encouraging customers to frame your business/product but you can use the frames for making your own memories and raising the profile of your company/organisation through your own social media, promoting any offers, discounts or particular moments that you want to "get the message out there" through the #blogmanay campaign.

**Become a blogger!**

We would love to talk to you if you are an active blogger and are interested in adventure, luxury, budget, food, the great outdoors and culture.

Likewise if you are a business who is interested in hosting our bloggers please get in touch: [amy@unique-events.co.uk](mailto:amy@unique-events.co.uk)

We'll be taking part in #scotlandhour at 9pm-10pm GMT on Sun 29th Dec ([www.scotlandhour.com](http://www.scotlandhour.com)) and #edinhour at 9pm-10pm GMT on Wed 11th Dec ([www.edinburghhour.com/nextedinhour.html](http://www.edinburghhour.com/nextedinhour.html)) if you want to find out more!

 **blogmanay**

**Showcasing winter in Edinburgh & Scotland to the world**

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