



#HappyStPatricksDay
#GlobalGreening
#StPatricksDayAtHome

♥ 🐑 🍀 🍀 🍀 Happy St. Patrick's Day 2021 🍀 🍀 🍀 🐑 ♥

How to use this Tool-Kit:

All St. Patrick's Day assets can be found [here](#) with information on what's available and relevant links in the document below, free to share any or all as you wish in your trade communications, in St. Patrick's Day themed trade e-zines / other communications or on your social media channels. Click on any of the links in this PDF to access each file directly. You can also download all assets directly from [this link](#) but this is not advisable as it is a large amount of content and could take a long time to download and slow up your system. We suggest you look through the list of available content below and download what you think will be useful.

You may notice that some folders are empty when you first visit the links. This is because some assets, particularly videos, are still in production. We will upload the videos when they are ready so please check back at a later date. Should you have any queries about the toolkit content please email: Mary O'Connor maoconnor@tourismireland.com

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1. DIGITAL HAPPY ST PATRICK'S DAY CARD

A digital St. Patrick's Day Card will be available for you to send St. Patrick's Day greetings to your contacts if you wish. This card will be available in English and all market languages. It will be available as a downloadable JPG file at [this link](#), coming soon!

2. ZOOM BACKGROUNDS

Download our custom backgrounds to bring a touch of St. Patrick's cheer to your virtual Zoom and MS Teams meetings in the lead up to the big day and on the day itself:

[Click here to download Happy St. Patricks Day themes](#) – selection of 10 images available

[Click here to download Greenings themes](#)



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3. SOCIAL MEDIA CONTENT

- ✓ Photo-album ideas: castles, films/TV, animals, St. Patrick's facts & locations - [click here](#)
- ✓ Irish recipe ideas - [click here](#)
- ✓ Instructions: How to access St. Patrick's Day Instagram filters – [click here](#)
- ✓ Instructions: How to green your social media logos – [click here](#)
- ✓ Instructions: How to join in the Green Candle initiative – [click here](#)
- ✓ Irish Blessings – [click here](#)
- ✓ Music: St. Patrick's Day spotify playlist – [click here](#)

4. VIDEOS

[Click here to access all videos:](#)

- ✓ 5 ways to celebrate St. Patrick's Day
- ✓ The Legacy of St. Patrick
- ✓ The Story behind St. Patrick
- ✓ How to pour a Perfect Pint
- ✓ How to make an Irish Coffee
- ✓ How to make Smoked Salmon Tartar
- ✓ Learn some Irish with EPIC
- ✓ Shamrock Tenors
- ✓ An invitation to Livestream event on March 17th
- ✓ Tourism Ireland St. Patrick's Day campaign video.

Note: some videos will not be available until 12th March. Check back at the same link.

5. VIRTUAL EVENTS

[Click here to access all:](#)

- ✓ Tourism Ireland St. Patrick's Day @ Home
- ✓ Armagh: Stay Home with St. Patrick

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- ✓ Citizens of Song Concert
- ✓ St. Patrick's Festival
- ✓ TradFest

6. HASHTAGS

St. Patrick's Day hashtags explained – [click here](#)

[#HappyStPatricksDay](#)

[#GlobalGreening](#)

[#StPatricksDayAtHome](#)

7. GLOBAL GREENING PHOTO ALBUM

[Click here](#) to view a sample of Global Greening imagery

8. HAPPY ST. PATRICK'S DAY GIFs

Last but not least!

[Click here](#) and download or view our four fun St. Patrick's Day GIFs ... feel free to use in emails and on social media

[#HappyStPatricksDay](#)

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Visit www.trade ireland.com for the latest information on Ireland's current situation related to COVID-19 (scroll down to "Announcements")

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