

IF Oxford 2022 programme launch day

Embargo for launch: 10am Thursday 25 August 2022

This document is for events contributors, communications professionals and anyone with an interest in promoting the launch of the IF Oxford 2022 programme.

Please help maximise the impact of the launch by joining in with the schedule of media activity below: please do not release material before the public launch

The Festival name

The Festival is called “**IF Oxford**” and you may describe the **Festival** as **IF Oxford**, the **Oxford science and ideas Festival, IF 2022** or **IF**, pronounced as the word “if” (not I.F.)



Social media

Please use the hashtag **#IFOx2022**

Twitter twitter.com/oxford_if
Instagram instagram.com/oxford_if
Facebook facebook.com/Oxford.IF

Media pack

Sample media (logos, photos, graphics and copy) for event contributors and communications professionals are freely available at: if-oxford.com/media-pack

IF Oxford 2022 launch schedule: Thursday 25 August 2022, from 10am

A coordinated launch delivers impact across social media, boosting awareness of the Festival across platforms. Please support launch day and continue to promote IF Oxford and its range of events for October 2022. **In 2021, the launch reached 100k social media users.**

Time Thu 25 Aug	Festival Action	Your Action
10am	Programme online: if-oxford.com	None needed
10am	Sample first launch post 🚀 Festival programme revealed !! 🤖 IF Oxford is back with a mix of events for everyone exploring science and ideas. Check out what's on and book ahead #IFOx2022	Please retweet, reply to, like, comment on and repost the social media messages 👍❤️😄 Interactions from you generate a trend on social media platforms
After 10am	IF Oxford will retweet, reply, like and repost messages with #IFOx2022 and follow new accounts to create a social media buzz	Please use #IFOx2022 and tag @Oxford_IF (Twitter/Instagram) or @Oxford.IF (Facebook)
11.30am	Second launch post Read all about it 📣 ... #IFOx2022	Please retweet, comment on and repost on social media 👍❤️😄
1pm, etc.	Third launch post, etc... Check out what's on 👁️... #IFOx2022	Please retweet, comment on and repost on social media 👍❤️😄

Related PR and marketing

Distribution of magazines and flyers is accompanied by media releases to specialist, local, national broadcasters and print outlets, paid social media, lamppost banners installed at key locations in Oxford (1 September), door drops, emails, media interviews and live events streaming. **Please create awareness using your own email, media networks and more...**