



# Ireland Greens the World

## St. Patrick's Day 2021 - Education in Ireland Toolkit

*Everything you need to get involved  
and help us turn the world green*

**#GlobalGreening**  
**#HappyStPatricksDay**

 **EDUCATION  
IN IRELAND**  
WORLD-CLASS STANDARDS  
WARMEST OF WELCOMES

 **Tourism Ireland**

Dear Education Partner,

Tourism Ireland is organising a comprehensive St. Patrick's Day campaign this year, which will complement our already existing programme of activity designed to keep the lights on for Ireland.

We are delighted to partner with Education in Ireland to extend our Global Greening to the Higher Education Sector. At a time when students cannot travel, we want to shine a green light in as many Universities around the world as possible, giving students a sense of hope and connection to Ireland and each other.

This toolkit allows you to download a wide range of stunning imagery, global greening photos, St. Patrick themed videos, Zoom backgrounds, English language teaching tools and lots more so that you, and your partners, can get involved and help us turn the world green. Together, we'll remind students, their friends and families that Ireland is a great place to visit and study, when the time is right.

We would also encourage you to join the **#GlobalGreening** from home by lighting a green candle on St. Patrick's night at 7pm and uploading it to your social media channels. We want to send everyone a message of hope, solidarity and friendship.

Happy St. Patrick's Day!



## How to use this Tool-Kit:



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 can always go back later and download more!

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. The last assets to be uploaded will be done so by March 12<sup>th</sup>.

In some cases there are a couple of different formats of videos i.e. 16x9, 4x5 and 9x16. This is because different formats work better on social media so if in doubt you should use the 9x16 format so that the video renders on those platforms.

Tourism Ireland is pushing out some content from the beginning of March but the main focus of our St. Patrick's Day messaging will take place from March 12<sup>th</sup> onwards. We suggest you do the same so together we will make lots of noise just before and on the big day itself. Don't forget to use **#Global Greening** **#TourismIreland** and **#EducationinIreland** to join the conversation.

Should you have any queries about the toolkit content please email:  
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## 1. Digital St. Patrick's Day GIFs

- ✓ Click [here](#) to download

## 2. Zoom Backgrounds

- ✓ Click [here](#) to download Greenings themes
- ✓ Click [here](#) to download Happy St. Patricks Day themes

## 3. What Hashtags to use

- ✓ Click [here](#) to download

## 4. Global Greening Images

- ✓ Click [here](#) to download

## 5. Social Media Content

- ✓ Photo-album ideas click [here](#) to download
- ✓ Irish recipe ideas click [here](#) to download
- ✓ Single image ideas click [here](#) to download
- ✓ St. Patrick's Festival click [here](#) to download
- ✓ Livestream invitation click [here](#) to download
- ✓ Click [here](#) to green your social media channels



## 7. Videos

- ✓ [5 ways to celebrate St. Patrick's Day](#)
- ✓ [The Legacy of St. Patrick](#)
- ✓ [The Story of St. Patrick](#)
- ✓ [How to pour a Perfect Pint](#)
- ✓ [How to make an Irish Coffee](#)
- ✓ [How to make Smoked Salmon Tartar](#)
- ✓ [An invitation to Livestream event on March 17<sup>th</sup>](#)
- ✓ [Tourism Ireland St. Patrick's Day Campaign video.](#) Note: not available until 12<sup>th</sup> March.

## 8. Irish music & Dance Free Concert

- ✓ Click [here](#)

## 9. How to take part in the Green Candle initiative

- ✓ Click [here](#) to download

**#GlobalGreening**  
**#TourismIreland**  
**#EducationInIreland**

