

Social Media Toolkit – German Week 2026

From 19 to 24 January 2026, the Goethe-Institut UK, the German Embassy in London, and the German Academic Exchange Service (DAAD) once again invite schools across the UK to take part in a week-long celebration of the German language and culture and celebrate the joy of learning German!



How to take part in our Social Media Campaign:

Post the results of your participation during German Week on the social networks of your choice, tagging the [German Embassy UK](#) and the [Goethe-Institut UK](#), using the #ShoutOutForGerman and #Gimagine hashtags. Posts can range from short videos to pictures and infographics or a special memory or key moment from your and your pupils' German learning journey. (Photos and videos with or without children's faces according to your pupil's image and video consent)

Social Media handles of the Goethe-Institut UK:



Instagram: [@goetheinstitut london](#)



Facebook: [Goethe-Institut London](#)



LinkedIn: [Goethe-Institut UK](#)



BlueSky: [@goethe-institut-uk.bsky.social](#)

When posting about German Week 2026, please use the following hashtags in order for us to reshare your content:

#Gimagine

#ShoutOutForGerman

#GoetheInstitutUK



Example Social Media Posts for Instagram:

General:

This week, we **#ShoutOutForGerman** to celebrate **German Week 2026**, a week-long celebration of the German language and culture initiated by the German Embassy London (@germanyinuk), the Goethe-Institut London (@goetheinstitut_london) and the DAAD UK and Ireland (@daad_uk_ireland). 🌐 DE 🎉

Join in and share your favourite moment, memory or experience from your German learning journey by using the hashtag **#ShoutOutForGerman** – and celebrate the joy of learning German with us.

#Gimagine #GoetheInstitutUK #LearnGerman

Example for specific events and activities during German Week:

This week, we're celebrating the joy of learning German together with the German Embassy London (@germanyinuk), the @goetheinstitutlon_london and the DAAD (@daad_uk_ireland). 🌐 DE 🎉

As part of this week-long celebration, our Y7 German students showcased their skills by writing a postcard in German to their future selves and taking part in a music workshop with the language band *Munich Super Crew*. A perfect example of the fun and excitement that come with learning foreign languages!

#ShoutOutForGerman #Gimagine #GoetheInstitutUK #LearnGerman

Example post for BlueSky:

This week we celebrate German Week 2026, initiated by @uk.diplo.de, @goethe-institut-uk.bsky.social and @daad-uk-ireland.bsky.social 🌐 DE 🎉 Share your favourite German-learning moment using #ShoutOutForGerman and celebrate the joy of learning German with us!

#Gimagine #GoetheInstitutUK #LearnGerman

