

## **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). 

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 @goetheinstituton\_london and the DAAD (@daad\_uk\_ireland). 

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  Share your favourite German-learning moment using #ShoutOutForGerman and celebrate the joy of learning German with us!

#Gimagine #GoetheInstitutUK #LearnGerman

