Using Welsh on Social Media for Gwynedd Businesses

Why Use Welsh?

- 90% say that being able to deal with businesses in Welsh makes them feel valued as a customer
- 82% say that they are more inclined to choose a business that offers a good Welsh service
- 86% of the population in Wales think that the Welsh language is something to be proud of

These figures are from research by the Welsh Language Commissioner

Overwhelmed?

Do you sometimes feel overwhelmed when thinking about posting in Welsh on your socials? Unsure of what to say, when to say it, or how to say it in both languages? Don't worry, you're not alone. A lot of business feel exactly the same!

Opportunity...

As a business in Gwynedd, you have a fantastic opportunity to reach both local customers and tourists through bilingual social media.

But we know that posting in both languages can feel like extra work on top of managing a busy business. And not everyone feels confident in writing in Welsh - but don't let that stop you. We're here to help

Go for it!

Let's use bilingual social media to attract new customers and keep existing ones.

If you offer a Welsh language service, take advantage of that and use it as one of your USPs.

Show the world who you are as a successful business in Gwynedd

Important Days

Date/Month	Useful information
25 January: Saint Dwynwen's Day	Perfect for restaurants, gift shops or any business that wants to celebrate the Welsh patron saint of love.
13 February: Welsh Language Music Day	A great opportunity for businesses wanting to celebrate Welsh music.
1 March: St David's Day	An opportunity to create content celebrating Welsh culture.
1 April: April Fool's Day	Something light-hearted that shows personality and a sense of humour.

May Bank Holiday	Create a post showcasing your location and products or services to attract new customers.
June: Pride Month	Show your support for the LGBTQ+ community in Wales.
July-August: Summer holidays	Peak season for tourism-related businesses, attracting tourists and locals. #haf #gwyliauhaf #summer
August: National Eisteddfod of Wales	Join the excitement when the Eisteddfod is in the area, or share memories from past Eisteddfodau. #eisteddfodgenedlaethol
16 September: Owain Glyndŵr Day	A day to commemorate Owain Glwyndŵr, the last native Prince of Wales. #dyddowainglyndŵr
15 October@ Shwmae Su'mae Day	Encourage everyone in the community to start every conversation in Welsh. #shwmaesumae
November: Black Friday Promotions	Encourage people to support local businesses. #dyddgwenerdu #blackfriday #cefnogibusnesaubach
December: Christmas period	After a busy period, a lot of businesses are slowing down while others are promoting special offers. #nadolig

Useful Content Ideas

Opening Times

Our new opening times are

Sorry – we're closed today

Our opening times will change over [the summer | Easter | Christmas | the winter | the weekend]

Promotions

- Special offer
- Discount
- Available for a limited time only
- New product
- Free
- 20% off
- Buy one, get one free
- This week's offers

Meet the Team

- Introducing [NAME]
- Behind the scenes
- Your usual day at...
- Come and meet...
- A day in the life of...
- Ask me anything

Your customers

- Reviews
- Thank you for your support
- Frequently asked questions
- Contact us
- Leave a comment
- Share your experience
- Follow us
- This or that?
- Tag us in your photos!

Events

- Next event
- Don’t forget
- Dates for your diary
- Come and meet us
- Workshop
- Discussion
- Launch / launch night

Seasonal

- Merry Christmas
- Happy New Year
- Happy Easter

- This week’s special offer
- Closed for the holidays
- Happy St Dwynwen’s Day
- Happy St David’s Day

Call to Action

- Shop now!
- Book your appointment today!
- Follow us for more updates!
- Sign up for our newsletter!
- Visit our website for more information

Food and Drink

- Special menu
- Menu of the day
- Freshly baked
- Local ingredients
- Seasonal produce
- Local suppliers
- Organic
- Farm to table
- Lunch deal
- Afternoon offers
- Coffee and cake
- Afternoon tea
- Wine tasting event
- Theme night

Small Businesses

- Local business
- Supporting small Welsh businesses
- Made in Wales
- Local producers
- Supporting the community
- Shop local

- Business in North Wales

Greetings

- Good morning
- Good afternoon
- Happy Monday / Tuesday / Wednesday / Thursday / Friday / Saturday / Sunday
- Smile, it’s Friday!
- Ready for the weekend
- Welcome
- Join us

Top Tips

GIFs

Scroll through the Welsh gifs available when posting a story. Start typing the word in the search bar.

Music

Switch to a creator account for a wider selection of music, including popular Welsh music.

Bilingual Content

Creating bilingual posts can help to reach a wider audience while also promoting the Welsh language

Hashtags and Keywords

Incorporate Welsh hashtags and keywords that is relevant to your business - this will increase the chance of new followers finding your business on socials.

Collaborations

Partner with local Welsh businesses or influencers to create content. This will help your post get a wider reach.

Culture

Be proud of your culture! Use the Welsh names for locations, showcase our local events, language and landscape - make it relevant for the audience.

Consistency

Keep your brand and posts consistent in style. This will build trust and keeps your business in your audience's minds, making them more likely to engage with your content

Tools

Helo Blod

A free translation and proofreading service to help you use more Welsh in your business. https://businesswales.gov.wales/heloblod/

National Centre for Learning Welsh

The centre offers a wide range of Welsh courses from beginners, to confidence building and refresher courses. https://learnwelsh.cymru/

Welsh Language Commissioner

Promoting, facilitating and supporting the use of Welsh language.

https://www.welshlanguagecommissioner.wales/

Welsh National Language Technologies Portal

Suitable for everyone, from the Welsh digital assistant, Macsen to the Transcriber, which transcribes spoken Welsh into text.

https://techiaith.cymru

Canolfan Bedwyr

Bangor University's Centre for Welsh Language Services, Research and Technology, offering a range of courses and resources such as Cysill, Cysgeir, Terminology Portal and Technologies Portal.

https://www.bangor.ac.uk/en/canolfan-bedwyr/language-technologies

Menter Iaith Gwynedd

Helping businesses take part in the Happy to Speak Welsh campaign, encouraging staff and learners to use Welsh in businesses.

www.menteriaithgwynedd.cymru

Busnes@, Cyngor Gwynedd

Busnes@ Gwynedd is available to provide support and information to local businesses. https://linktr.ee/BusnesGwynedd

Go For It!

Posting in both Welsh and English might feel like a big task at first — but with a little guidance, it becomes second nature.

Hopefully, this guide has helped to simplify the process and given you the confidence to give it a go.

Bilingual social media isn’t just about ticking a box — it’s a real asset. It helps you engage with your audience and make your business stand out