

## Invest North East England launches new videos, promoting the region as a location to invest

Invest North East England has produced six videos promoting the region as a location for businesses to locate and grow. Alongside an overview video of why 'North East England Works,' we have produced five sector videos which showcase the region and its business assets.

We will be launching these videos throughout February and March 2019 starting with the **North East England Works Showcase Video** on Wednesday 13<sup>th</sup> February 2019.

We will be launching the sector specific videos on the following dates:

- Digital and Tech – Monday 25<sup>th</sup> February 2019
- Energy – Monday 4<sup>th</sup> March 2019
- Advanced Manufacturing – Monday 11<sup>th</sup> March 2019
- Business Services – Monday 18<sup>th</sup> March 2019
- Life Sciences – Monday 25<sup>th</sup> March 2019

Your continued support is invaluable and we would ask you to share these videos within your networks to help us promote the region as a place for businesses to invest. You can also help spread these videos by sharing Invest North East England's posts on social platforms plus including them in your own content to your networks.

We have detailed below some suggested generic posts that you may wish to share on social platforms. Alternatively, if you wish to share your own content, please use our hashtag or twitter/Facebook/LinkedIn handle and we will re-share.

For queries, please don't hesitate to contact Rebecca Hall, [rebecca.hall@northeastca.gov.uk](mailto:rebecca.hall@northeastca.gov.uk) or 0191 519 7215

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### Social media content #investnortheast

**Please follow us on**

**Twitter** @InvestNEEngland

**LinkedIn** at [Invest North East England](#)

**Facebook** at [Invest North East England](#)

**Use the hashtag** #investnortheast

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**To make maximum impact, we would ask that our stakeholders and supporters to please share the following post on social media on Wednesday 13<sup>th</sup> February 2019**

- The #NorthEast is one of the UK's fastest growing economies. Our thriving business services, digital, energy, advanced manufacturing + life sciences sectors are spearheading our development. Check out this video from #investnortheast on why North East England Works  
<https://investnortheastengland.co.uk/videos/north-east-england-works/>
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As well as the launch of the videos, we would ask you to support our ongoing campaign to raise awareness of the North East as a prime investment location. You may wish to re-share content from the INEE social media channels on your own social media channels or those from your networks. We have provided some generic sample posts for Twitter, Facebook and LinkedIn posts, for guidance. Where possible, please use the hashtag [#investnortheast](#)

#### Additional Posts

- North East England Works - Want to know why? Check out #investnortheast new video  
<https://investnortheastengland.co.uk/videos/north-east-england-works/>
  - Why do businesses choose to locate and grow in the #NorthEast? Check out #investnortheast video as to why the region is a perfect investment location <https://investnortheastengland.co.uk/videos/north-east-england-works/>
  - North East England Works for over 67,000 businesses; globally connected, access to markets and a wide talent pool makes the #NorthEast an ideal investment location #investnortheast  
<https://investnortheastengland.co.uk/videos/north-east-england-works/>
  - Check out #investnortheast video showcasing the fantastic business ecosystem in North East England. A hot bed for talent and innovation, the region offers great connectivity, a loyal skilled workforce and a growing business base perfect for investment <https://investnortheastengland.co.uk/videos/north-east-england-works/>
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#### Newsletter Content:

##### **North East England Works.**

North East England is one of the UK's fastest growing economies. Our thriving business services, digital, energy, advanced manufacturing and life sciences sectors are spearheading our development. Invest North East England have launched a new video which illustrates our region and why the North East is a fantastic place to locate a business. Check out the video now and find out why North East England Works for Business.

<https://investnortheastengland.co.uk/videos/north-east-england-works/>

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*Thank you for your continued support*