



**ENERGY
GOAST**

**SOCIAL MEDIA
TOOLKIT**

OVERVIEW

THIS TOOLKIT INCLUDES:

Pre-written Tweets, LinkedIn posts, and Instagram captions

Suggested hashtags

Taglines and call-to-action variations

X (TWITTER) POSTS

Tone: Bold, intriguing, disruptive.
Character Count: < 280 characters

1_ The world is at a crossroads. Cumbria stands at the frontier.
Welcome to Energy Goast – the UK’s most ambitious infrastructure transformation.
#CumbriaReimagined #EnergyGoast

2_ Forget the Lake District you know.
We’re building mountains, moving oceans, and launching rockets.
This is Energy Goast.
#AlwaysOnTheBrink #UKFutures

3_ £120B invested
3,000 miles of roads
10 new artificial islands
Europe’s largest spaceport

This isn’t fiction. It’s Cumbria.
This is #EnergyGoast.
#InfrastructuralRevolution

4_ Cumbria: once known for hills and herds.
Soon to be known for hydrogen highways, skyports, and engineered peaks.
#EnergyGoast is the future.
#BoldBritain #GreenIndustrialRevolution

5_ They said it couldn’t be done.
So we’re doing it.

Watch the teaser: www.energygoast.com
#EnergyGoast #Cumbria2030 #AlwaysOnTheBrink

LINKEDIN POSTS

Tone: Visionary, future-oriented, professional

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- 1_ The UK is about to witness a transformation of historic proportions.
- With over £120 billion in investment, 500,000 jobs created, and 10 artificial islands under construction, Energy Goast is a bold reimagining of Cumbria's future.
- Join us at the frontier of energy, infrastructure, and innovation.
- www.energygoast.com
#EnergyGoast #GreenInfrastructure #FutureOfTheNorth #InnovationUK
-
- 2_ Energy Goast isn't just a project—it's a message to the future.
We're building the infrastructure of tomorrow:
- A spaceport
Smart cities
Floating energy hubs
Carbon-negative communities
- Want to help shape the new North?
www.energygoast.com
#EnergyGoast #ClimateInfrastructure #BuildBackBolder
-
- 3_ We're hiring visionaries.
Engineers. Designers. Thinkers. Builders.
- Join the team behind the UK's most radical infrastructure reimagining.
- 500,000 jobs
£120B invested
Limitless potential
- #EnergyGoast #FutureOfWork #CareersInInnovation #CumbriaJobs
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INSTAGRAM CAPTIONS

Tone: Visual, inspiring, high-impact

1_ From fells to floating cities.
Energy Goast is reshaping Cumbria into a wonder of the modern world.
#EnergyGoast #AlwaysOnTheBrink #UKMegaproject

2_ (use with split-image render: Traditional Cumbria vs Energy Goast)
This isn't science fiction.
It's Cumbria, reimagined.
Which side of history will you be on?
#EnergyGoast #Cumbria2035 #DesignTheFuture

3_ 10 artificial islands
3,000 miles of smart roads
A spaceport
A mountain built by hand

And we're just getting started.
#BoldBritain #EnergyGoast #InfrastructureIsArt

4_ (use with teaser reel)
The future starts now.
Hit play
#EnergyGoast #Futurescaping #UKInnovation

SUGGESTED HASHTAGS

Visionary

#EnergyGoast
#AlwaysOnTheBrink
#BoldBritain
#UK2035
#BuildTheFuture

Climate & Innovation

#GreenInfrastructure
#FutureOfEnergy
#InfrastructureRevolution
#SmartCitiesUK
#ZeroCarbonBritain

Place-Based

#CumbriaReimagined
#NorthernPowerhouse
#TheNewNorth
#Cumbria2035
#BritishFutures