



## **Noise Action Week Comms pack**

This comms pack is designed for supporters of Noise Action Week to use in the month leading up to the week (11 April – 11 May) and during Noise Action Week itself (11–15 May).

It contains 13 ready-to-use template posts, complete with graphics and copy.

The pack includes a mix of post formats:

- Single-page posts – designed to be shared as PNG images
- Multi-page carousels – designed to be shared as PDFs

Included posts:

1. Post: Save the date
2. Post: Get ready V1
3. Post: Get ready V2
4. Post: One week to go
5. Post: Noise Action Week is here
6. Post: Reflections V1 (no copy)
7. Post Reflections V2 (no copy)

Included carousels:

1. Carousel: Health impacts
2. Carousel: Health inequalities
3. Carousel: Aural diversity
4. Carousel: Aural diversity conditions
5. Carousel: When is noise a nuisance?
6. Carousel: Nuisance mythbusting

*Please see the next page for a suggested posting schedule. Please see the end of this document for suggested copy for each post.*

### **Hashtags**

For any social posts please use our #NoiseActionWeek hashtag to help us with our monitoring and promotion of these assets during Noise Action Week.



## Suggested posting schedule

### **When to post**

To maximise engagement on LinkedIn, we recommend the following:

- Best days: Tuesday, Wednesday, Thursday
- Secondary options: Monday (morning & afternoon) and Friday (morning)
- Avoid: Friday afternoons and weekends
- Best times:
  - Morning: 08:30 - 10:00
  - Lunchtime: 12:00 - 14:00

### **Noise Action Week lead-up (11th April - 11th May)**

*The month leading up to Noise Action Week is a key part of the campaign. Each week focuses on a different theme to help build awareness and momentum.*

w/c 13th April - Health impacts of noise

- Post: Save the date
- Carousel: Health impacts
- Carousel: Health inequalities

w/c 20th April - Aural diversity

- Post: Get ready V1
- Carousel: Aural diversity
- Carousel: Aural diversity conditions

w/c 27th April - Neighbour & entertainment noise

- Post: Get ready V2
- Carousel: When is noise a nuisance?
- Carousel: Nuisance mythbusting

w/c 4th May - 1 week to go

- Post: One week to go

### **Noise Action Week (11th - 15th May)**

*During Noise Action Week, each day highlights a different theme. This runs alongside key moments, including the launch event (11 May) and "Supporting healthy sound: best practice for pubs and clubs" (15 May).*

11th May - Noise Action Week begins

- Post: Noise Action Week is here
- *Optional: Reflections or highlights from the launch event*



12th May - Health impacts

- Carousel: Health impacts **or**
- Carousel: Health inequalities

13th May - Aural diversity

- Carousel: Aural diversity **or**
- Carousel: Aural diversity conditions

14th May - Neighbour noise

- Carousel: When is noise a nuisance? **or**
- Carousel: Nuisance mythbusting

15th May - Noise Action Week end & entertainment noise

- Post: Reflections V1 **or**
- Post: Reflections V2
- *Optional: Reflections or highlights from the “healthy sound” event*

## **After Noise Action Week**

*Following Noise Action Week, supporters are encouraged to share their own reflections, highlights, and key learnings from the campaign. These posts could be on the last day of the campaign (15th May - see above), or shared in the week immediately after.*

*We have not provided template copy for this stage, as posts should reflect your organisation’s unique perspective and experience. However, two optional graphics are available to support your content.*

*Alternatively, you may wish to publish a longer LinkedIn post or article exploring your insights in more detail.*

- Post: Reflections V1 **or**
- Post: Reflections V2



## Template copy

*This template copy is designed to be flexible – please adapt it to reflect your organisation’s (or your personal) voice, audience, and specific priorities.*

### Posts

#### 1. Post: Save the date

Noise pollution is the second largest environmental threat to public health – yet it remains widely overlooked. It is linked to hearing loss, stress, sleep disturbance, heart disease, stroke and dementia, affecting millions across the UK.

Noise Action Week returns from **11 – 15 May**, raising awareness that noise matters for our health and wellbeing and highlighting practical actions to reduce unwanted noise.

To ensure you are ready to take part in the campaign, **sign up to the mailing list** today to receive updates and links to the latest resources.

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution

#### 2. Post: Get ready V1

Did you know that noise pollution is linked to hearing loss, stress, sleep disturbance, heart disease, stroke and dementia, affecting millions across the UK?

Get involved in Noise Action Week on the **11 – 15 May**, to spread the message that noise matters for our health and wellbeing and highlight practical actions to reduce unwanted noise.

To ensure you are ready to take part in the campaign, **sign up to the mailing list** today to receive updates and links to the latest resources.

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#NoiseActionWeek #noise #pollution



### 3. Post: Get ready V2

Noise pollution isn't just annoying — it can impact hearing, sleep, stress levels, and even increase the risk of heart disease, stroke, and dementia?

Noise Action Week **takes place 11–15 May**, and it's your chance to raise awareness about the health impacts of noise and share practical ways to reduce unwanted noise in our communities.

Sign up to the mailing list today to get updates, resources, and tips to make the most of the week:

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution

### 4. Post: Less than one week to go (for w/c 4th May)

Less than one week to go until Noise Action Week!

Noise Action Week is your chance to learn more about the health impacts of noise, explore practical ways to reduce it, and get involved in your community. Whether you're a local authority, business, school, or individual, there are plenty of ways to take part and make a difference.

Find out how to get ready and join the conversation

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution

### 5. Post: Noise Action Week is here

🔊 Noise Action Week starts today!

Noise Action Week (11–15 May) is an opportunity to raise awareness of the impact noise can have on our health, wellbeing, and communities — and to share practical ways we can all help reduce unwanted noise.

Throughout the week, we'll be exploring key themes including the health impacts of noise, aural diversity, and how to manage noise in our neighbourhoods and shared spaces.



Join the conversation, explore the resources, and get involved:

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution

## Posts

### 1. Carousel: Health impacts

Noise affects more than just what we hear — it can have a real impact on our health and wellbeing.

From disrupting sleep to increasing irritation and stress, exposure to noise can reduce overall quality of life and interfere with daily activities at school, work, at home, and during leisure time.

Research shows that long-term exposure to excessive noise may increase the risk of serious health conditions, as well as worsen existing ones.

Learn more about noise pollution and its health impacts as part of Noise Action Week:

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution

### 2. Carousel: Health inequalities

Noise pollution affects almost everyone — but its impacts are not experienced equally.

Some groups are more vulnerable to the effects of noise or are more likely to be exposed, contributing to wider health inequalities and environmental injustice.

Find out more about noise pollution and its health impacts on the Noise Action Week website:

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution



### **3. Carousel: Aural diversity**

We don't all hear the world in the same way.

Aural diversity recognises that each of us experiences sound differently. Small variations in ear shape, changes due to illness or age, and the environments we're in — from noisy offices to quiet bedrooms — all influence how we hear and interpret sound.

Understanding these differences helps us think more inclusively about noise and its impacts.

Find out more about aural diversity

👉 <https://auraldiversity.org/network.html>

Noise Action Week takes place 11–15 May. Learn more and get involved:

👉 <https://www.the-ies.org/noise-action-week>

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### **4. Carousel: Aural diversity conditions**

Aural diversity means we all experience sound in slightly different ways.

This graphic highlights five examples of aural diversity conditions and how they can affect people's hearing and experience of the world around them.

These are just a few examples — there are many more conditions and factors that shape how people hear, process, and respond to sound. Understanding this diversity is key to creating more inclusive sound environments.

For more information on a wider range of conditions and how they impact people, visit the Aural Diversity Network:

👉 <https://auraldiversity.org/network.html>

Noise Action Week takes place 11–15 May. Find out more and get involved:

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution

### **5. Carousel: When is noise a nuisance?**



Everyday noise is a normal part of life, and we shouldn't expect our environments to be completely silent.

However, some noise can cross the line and be classed as a statutory nuisance under the law. Understanding when this happens can help protect your wellbeing and support positive community living.

Find out more on the Noise Action Week website

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution

## **6. Carousel: Nuisance mythbusting**

When is noise considered a nuisance?

Check out these five common myths and facts about when noise can be classed as a statutory nuisance — and when action can be taken.

For more myth-busting and practical resources on noise pollution, visit the Noise Action Week website

👉 <https://www.the-ies.org/noise-action-week>

#NoiseActionWeek #noise #pollution