

17 September 2019

THE WORLD'S OLDEST SOCIAL NETWORK AIMS TO GO VIRAL WITH NEW CAMPAIGN

- The United Grand Lodge of England (UGLE) is launching a social media campaign to be the most featured venue as part of Open House London this weekend
- Members of the public are being encouraged to visit the home of Freemasonry in England and Wales and post their pictures on social media using the hashtag **#OHLFMH**
- Freemasons' Hall welcomes over 200,000 visitors through its doors every year
- UGLE has 50K Facebook followers, 26K Twitter followers and 24K followers on Instagram.

With a thriving social media presence of over 100,000 followers across its platforms, the United Grand Lodge of England's (UGLE) headquarters, Freemasons' Hall, aims to be the most photographed venue across Open House London this weekend.

UGLE will be taking part in the world's largest architecture festival Open House London on 21-22 September – offering visitors architectural tours, fun family activities and access to the Museum of Freemasonry. UGLE is also inviting members of the public to visit its stunning Art Deco building in the heart of Covent Garden and post their pictures on social media using the hashtag **#OHLFMH**.

Freemasons' Hall stands on Great Queen Street on a site that has been used to hold meetings for Freemasons since 1775. The current building was opened in 1933 as a peace memorial to honour the thousands of Freemasons who fought and died during the First World War.

With 50,000 followers on Facebook, 26,000 followers on Twitter and 24,000 followers on Instagram, UGLE – as the governing body for Freemasonry in England and Wales – has a strong presence on social media, in addition to the proactive daily engagement from regional Freemasons around the country.

Dr David Staples, UGLE's Chief Executive, said: "Freemasonry is one of the oldest social and charitable organisation in the world, so it makes sense for us to use our social media channels to engage with the public.

"We know people are curious about Freemasonry and our recently launched *Discover Freemasonry* short film, which explains who we are and what we do – as well as showcasing our unique history – has already been viewed more than 150,000 times across social media.

"These initiatives are only the start of our drive to show the public what modern Freemasonry really stands for – integrity, friendship, respect and charity. It is a little known fact that our membership, of more than 200,000 individuals across England and Wales, donated £48m to charity and over 5 million hours of volunteer



work in 2018 alone. This a fact we are very proud of and our social media accounts showcase the stories behind these stats, with hundreds of posts a day from dedicated Freemasons.

“We look forward to welcoming visitors to Freemasons’ Hall throughout the year – but especially this weekend – and viewing the #OHLFMH posts, which will hopefully make us the most visited venue at Open House London this year.”

Discover Freemasonry video: www.ugle.org.uk/about-freemasonry/video-library

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Notes to Editors:

About Freemasons Hall:

- Freemasons’ Hall is open to the public Monday to Saturday and includes free daily tours, which incorporate the stunning Grade II* listed Art Deco building, the Museum of Freemasonry and the magnificent Grand Temple.
- The building is also the headquarters of the United Grand Lodge of England – the governing body of Freemasonry in England, Wales, the Isle of Man and the Channel Island and some Districts and groups of Lodges overseas.
- The building also houses the Library and Archives and the Masonic Charitable Foundation.

About the United Grand Lodge of England:

- The United Grand Lodge of England, was formed in 1717 and is the governing body for Freemasonry in England and Wales and has 200,000 members.
- It has 48 Provinces across the country and more than 7,000 Lodges, with students over 18 able to join one of the 85 University Scheme Lodges.
- Freemasons use four important guiding principles to help define their path through life: integrity, friendship, respect and charity.
- One of the oldest social and charitable organisations in the world, Freemasonry’s roots lie in the traditions of the medieval stonemasons who built our cathedrals and castles.
- Freemasonry is one of the largest charitable givers in the country, contributing more than £48m to deserving causes in 2018 alone. Freemasons don’t only donate money – over 5 million hours of volunteer work was undertaken by Freemasons in 2018.

Female Freemasonry:

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- There are two female-only Grand Lodges, the Honourable Fraternity of Ancient Freemasons (HFAF) and the Order of Women Freemasons (OWF). The HFAF and OWF follow exactly the same ritual and wear the same regalia as male Freemasons – and they often work closely with community and charity projects.