

**FREE  
TIME  
PAYS**

*.Wales*  *.Cymru*

Social media for social impact

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FREE  
TIME

**We're investing in Wales**  
**Join Us**

.Wales



.Cymru

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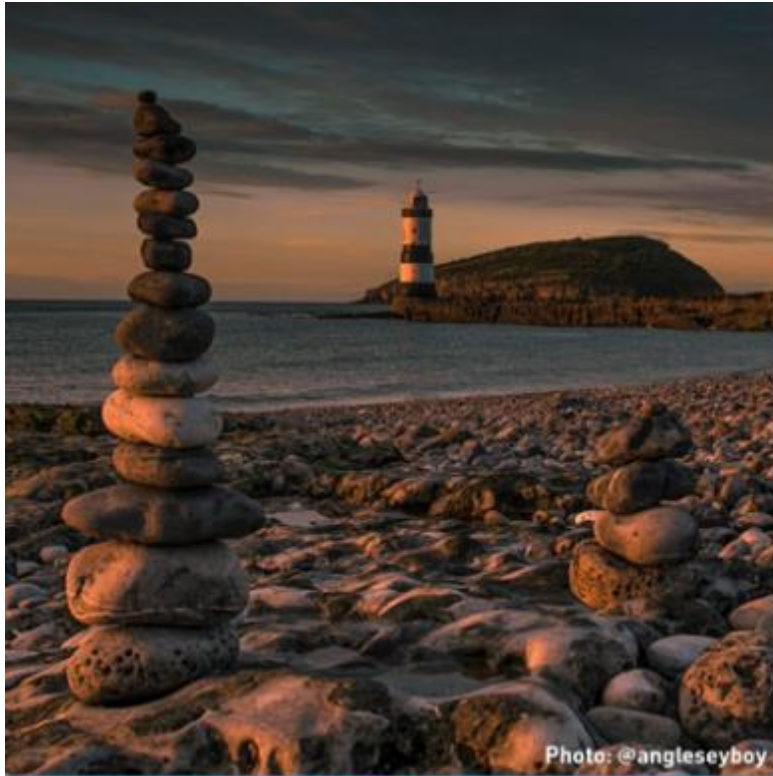
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**We're all about making a difference**

**WITH WELSH PASSION**

*.Wales*  *.Cymru*

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# Free Time Pays

*.Wales .Cymru*

**FreeTimePays.wales (.cymru) is a digital space devoted to creating positive social impact across Wales by engaging people in shared welsh passion.**



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**FREE  
TIME  
PAYS**



**“we’re all about  
sharing passions  
in Wales”**

**...with passion points  
...with rewards & recognition  
...with awards & prizes**

You make the difference	
Points for you	Points for passion
<b>554</b>	<b>556</b>

# Your opportunity to invest in the passion that is Wales

Investment secured to date has been used to fund the design and build phase of FreeTimePays.

Several investment opportunities now exist for partners to become actively involved in the provision of a dual language social media and digital engagement platform totally dedicated to positive social impact across Wales.

This can be through sponsorships or fixed term license arrangements.

Our dual language version of FreeTimePays will be accessible via [www.FreeTimePays.wales](http://www.FreeTimePays.wales) and [www.FreeTimePays.cymru](http://www.FreeTimePays.cymru).



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Photo: @LlewellynMandy



Photo: @LlewellynMandy



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# @itsyourwales

In October 2015, at the time we commenced the design and build phase of FreeTimePays, a twitter account was set up in order to build a community of passion across Wales.

@itsyourWales has quickly become the most popular account of its type on twitter, achieving almost 1M impressions every month, with a following that's increasing at 1K every month.



**FREE  
TIME  
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Engage

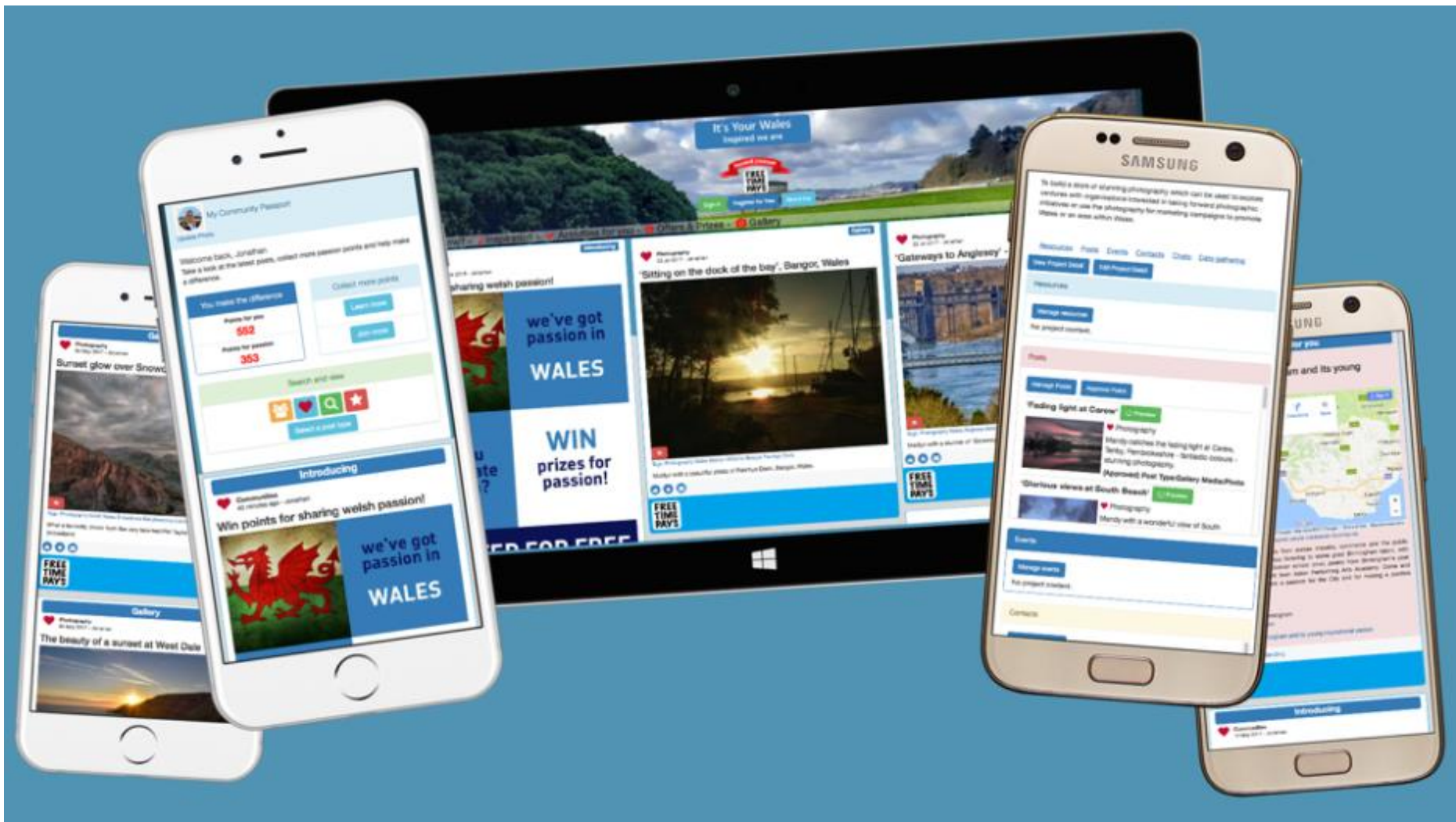
Connect

Reward

Let's show you our FreeTimePays  
beta site for Wales









Artist: @DragonsofWales

## Over 20 passions are being shared at ItsYourWales

Volunteering  
 Digital Services  
 Architecture & Construction  
 Innovation & Growth  
 Voice for the Young

**Tourism**  
 Local Services  
 Health & Wellbeing  
 Writing & Storytelling  
 Fundraising & Charities  
 Communities

Food & Drink  
 Civic Pride  
 Sport & Leisure  
 Photography  
 Business & Enterprise  
 Care for the Vulnerable  
 Environment & Green Spaces

History & Heritage  
 Poetry

**ItsyourWales is scalable by region, by neighbourhood and by community.**

Holyhead  
 Anglesey  
 Pembrokeshire  
 Conwy  
 Bangor

Denbighshire  
 North Wales  
 Swansea  
 Ceredigion

Rhondda  
 Blaenau Gwent  
 Mid Wales  
 Neath Port Talbot  
 Monmouthshire

Flintshire  
 Cardiff  
 South Wales  
 Gwynedd

Camarthenshire  
 Torfaen  
 Caerphilly  
 Aberystwyth  
 Wrexham



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**ItsYourWales rewards and recognises people for passions shared**



Photo: @angleseyboy



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# Let's take a closer look at the digital platform **FreeTimePays**

FreeTimePays is a unique social media channel and collaborative environment and is the result of 18 months design & build.

FreeTimePays satisfies the demand of social media users for a space that provides a variety of functions that, up until now, has only been possible by combining different social media channels.

**COMMUNITY  
PASSPORT**

**COMMUNITY  
WORKSPACE**

**COMMUNITY  
MATCHMAKER**

**Points & rewards for passions shared**



# Community Passport

Community Passport gives people their own personalised space where they can demonstrate their passion, engage in activities and collect points for sharing passions.



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**COMMUNITY  
PASSPORT**

**COMMUNITY  
WORKSPACE**

**COMMUNITY  
MATCHMAKER**



Photo: @sian\_monument



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# Community Workspace

**Community Workspace is a secure access rights environment where people can work on their projects (alone or with others) and make a positive impact within their community.**

**COMMUNITY  
PASSPORT**

**COMMUNITY  
WORKSPACE**

**COMMUNITY  
MATCHMAKER**



Photo: @LlewellynMandy



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# Community Matchmaker

Community Matchmaker exists so that champions of great ideas can take their idea and their passion to the next level. They can share and collaborate with other people on their great ideas.

They can consider and access alternative funding channels. The idea can be packaged and a pitch prepared giving project access to investors, philanthropists, the lottery and/or crowd-funders.

COMMUNITY  
PASSPORT

COMMUNITY  
WORKSPACE

COMMUNITY  
MATCHMAKER

# Levels of access to suit every engagement need

People, communities and stakeholders can choose to interact with the FreeTimePays platform and make use of the digital space in many different ways.

**As a follower**

**As a contributor**

**As a sponsor**

**As a license holder**

**As a publisher of their own community and passion**



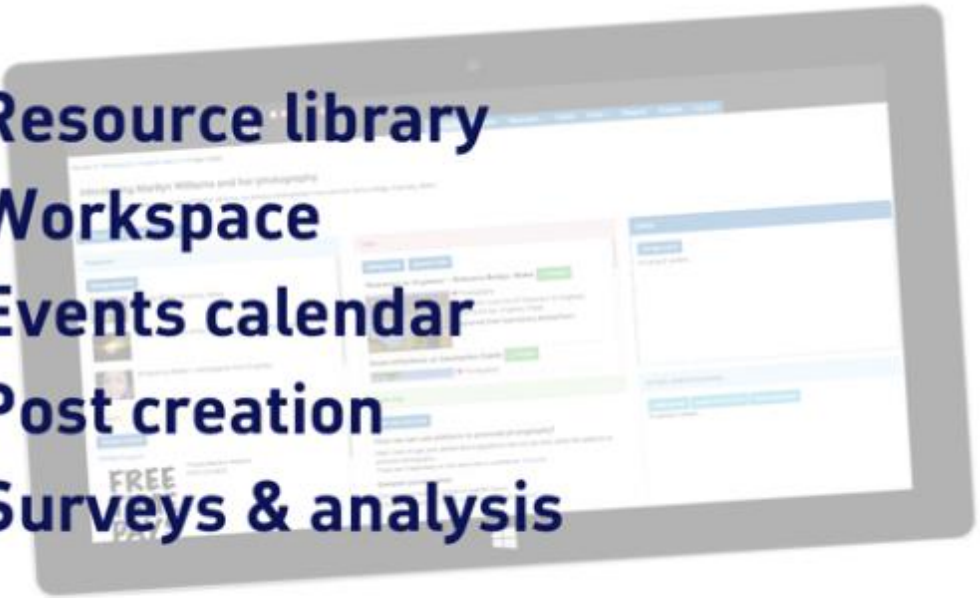
Photo: @LlewellynMandy



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# Mix of tools available to create ever-changing content



**Resource library**  
**Workspace**  
**Events calendar**  
**Post creation**  
**Surveys & analysis**



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Photo: @Mugface



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# Producing content that's engaging

- Photos & videos
- Did you know?
- Inspirations
- Offers & prizes
- News & updates
- Surveys & polls
- Discussions





Photo: @xSorchaLewisx



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## With involvement recognised through points for passion

**Gamification is a key feature of the FreeTimePays digital space.**

**We reward involvement with passion points.**

**Proof that helping to make a difference really does pay.**



# So why Wales?

Now, more than at any other time, the engagement and empowerment of people and the stability of a cohesive community is critical to a country's continuing growth and success.

The ideal way of achieving this is for all stakeholders to take up the challenge and huge rewards resulting from a very public demonstration of passion and social responsibility.

At FreeTimePays and through connected engagement sites such as ItsYourWales, we give people the digital space where they can show, share and take forward their passions.

People are passionate about where they live, work and play!



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At ItsYourWales, we give people the digital space where they can show, share and release that passion.



Artist: @DragonsofWales



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# ItsYourWales

An example of how, with passion, a community can grow

ItsYourWales has already opened its doors to people who can make a valuable contribution to the future success of their country and their community. Every year, we will give at least 100 people free access to use Community Workspace to work on projects that can make a real difference.

Access to Community Workspace is considered on an application by application basis and people identified as having the potential to make a real difference and make a positive impact within the community will be invited.

Community Passports will be issued to the public from September 2017 and members will be targeted via existing social media channels with an established following.

The number and variety of offers, prize draws and awards available to members will be scaled according to the number of passion points collected. This provides the incentive for people to follow more passions, take up more activities and contribute more within their community.





## Still to come...

**This is only the start of our journey.**

**The digital journey we have mapped out embraces all that's new and engaging.**

**Come on the journey with us, help us grow communities of influence, create real and positive impact and generate the return and reward from being one of our partners in Wales.**



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## Let's discuss...

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[www.FreeTimePays.wales/.cymru](http://www.FreeTimePays.wales/.cymru)  
(in development)

[www.ItsyourWales.wales/.cymru](http://www.ItsyourWales.wales/.cymru)  
(an operational beta site for all demonstrations of  
FreeTimePays technology)



Photo: @sian\_monument



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@slan\_monument

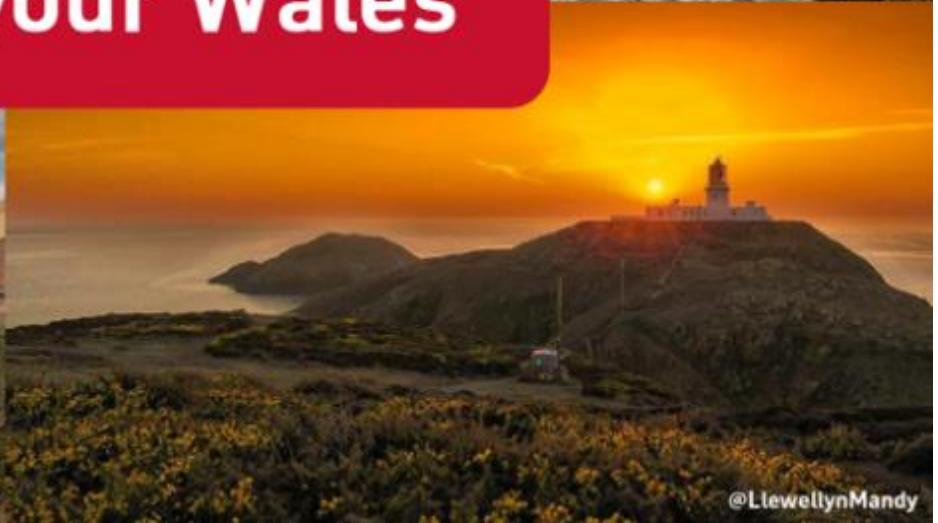


@angleseyboy

# Invest in your Wales



@xSorchaLewisx



@LlewellynMandy



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