**[Leagan Béarla thíos |** English version below**]**

**Stuif na Nollag – Ceannaigh sa Ghaeltacht**

Tá feachtas á chur ar bun ag Oifigigh Pleanála Teanga na Gaeltachta chun an pobal a mhealladh chun táirgí ón nGaeltacht as seo go dtí an Nollaig a cheannach. Is léir go bhfuil géarchéim ann do chomhlachtaí agus do ghnónna beaga agus móra araon, mar aon le táirgeoirí féinfhostaithe atá ag iarraidh a gcuid táirgí a dhíol leis an bpobal. Bheartaigh Oifigigh Pleanála Teanga Gaeltachta iarracht a dhéanamh dul i ngleic leis an bhfadhb seo tríd an bhfeachtas **Stuif na Nollag** a reáchtáil. Tá siad ag tabhairt cuireadh do ghnónna agus do tháirgeoirí Gaeltachta atá ag iarraidh a gcuid táirgí a dhíol físeán 30 soicind a sheoladh ar aghaidh chucu ionas gur féidir leis na hOifigigh Pleanála Teanga iad a roinnt ar na meáin shóisialta le tacú leo.

'An aidhm atá ann ná chun tacú le muintir na Gaeltachta pobal níos leithne a mhealladh ina threo' arsa Stiofán Seoighe, OPT Dhúiche Sheoigheach agus Thuar Mhic Éadaigh. 'Is minic a bhíonn ar na gnónna áitiúla a bheith in iomaíocht le comhlachtaí móra aitheanta, idirnáisiúnta ar líne agus tabharfaidh an feachtas seo deis do phobail na Gaeltachta tacú lena chéile agus iad i mbun siopadóireachta don Nollaig' a deir sé. Deir OPTs na Gaillimhe gur deis iontach é seo do mhuintir na Gaeltachta tacú lena chéile san am deacair, dúshlánach seo agus tá féiríní gleoite ar fáil anseo sa Ghaeltacht.

Seolfar an feachtas **Stuif na Nollag** gan mhoill leis an haischlib **#CeannaighsaGhaeltacht** agus déanfar poiblíocht ar tháirgí as gach Gaeltacht sa tír ar ardáin shóisialta na nOPTeannaí. Iarrtar ar aon ghnó nó táirgeoir atá lonnaithe i nGaeltachtaí na Gaillimhe a dteastaíonn uathu a bheith páirteach sa bhfeachtas seo físeán gearr 30 soicind (**treoracha** thíos) a léiríonn a gcuid earraí agus sonraí teagmhála an ghnó a sheoladh ar ríomhphost (opt.cdst@gmail.com) nó WhatsApp (087 3970227) chuig Stiofán (Oifigeach Pleanála Teanga Dhúiche Sheoigheach agus Thuar Mhic Éadaigh) faoin **23 SAMHAIN**.

**Ceannaigh sa Ghaeltacht – Treoracha le físeán a thaifead**

1. Déan taifead ar fhíseán 30 soicind a dhéanann cur síos i nGaeilge ar na hearraí/seirbhísí atá ar fáil i do ghnó.
2. Bí cinnte sonraí teagmhála an ghnó a lua – suíomh idirlín / uimhir teagmhála srl.
3. Déan taifead ar d'fhíséan i bhfoirm portráide. Oibríonn an leagan amach seo níos fearr nuair atáthar ag taifead físeáin d'ardáin ar nós Facebook, Instagram nó TikTok.
4. Ná húsaid an splanc (flash) más féidir. Déanann an fón an pictiúr níos gile / níos dorcha de réir mar a theastaíonn sé seachas nuair atá an áit fíorgheal (ag féachaint díreach ar an ngrian) nó fíordhorcha (san oíche).

5. Bog an ceamara chomh gar agus is féidir don rud atá tú ag iarraidh taifead a dhéanamh air. Ná zúmáil isteach air mar nach mbeidh an físeán chomh soiléir sin má úsáideann tú an zúm.
6. Úsáid an haischib #CeannaighsaGhaeltacht agus tú ag cur do chuid earraí/seirbhísí chun cinn ar ar na meáin.
7. Bain taitneamh as!

**Stuif na Nollag – Ceannaigh sa Ghaeltacht**

Oifigigh Pleanála Teanga (OPTs) na Gaeltachta have launched a campaign to encourage people to buy gifts from the Gaeltacht between now and Christmas. Small businesses and companies have faced huge challenges lately, as well as self-employed producers who sell their products in the community. Gaeltacht OPTs want to help businesses face these challenges with the **Stuif na Nollag** campaign. They are inviting businesses and producers in the Gaeltacht who want to promote their products to send them a 30 second video that the OPTs will then share and publicise on their social media platforms.

The OPTs hope to help the Gaeltacht business community attract a wider audience to their products, and to help small, local businesses compete with large international companies online. This campaign will also help Gaeltacht communities support each other during the Christmas period. There are many amazing Christmas gifts available right here in the Gaeltacht and it's a fantastic opportunity for people to support local businesses and producers!

The **Stuif na Nollag** campaign has been launched online with the hashtag #CeannaighsaGhaeltacht and products from every corner of the Gaeltacht will be promoted on the OPT social media platforms. Any business in the Dúiche Sheoigheach and Tuar Mhic Éadaigh Gaeltacht who wish to take part in this campaign are asked to send a short 30 second video (instructions below) in Irish that describes your product/service and gives your business contact details by email (opt.cdst@gmail.com) or WhatsApp (087 3970227) to Stiofán (OPT Dhúiche Sheoigheach agus Thuar Mhic Éadaigh) by the **23 November.**

**Stuif na Nollag – Instructions for video**

1. Record a 30 second video **as Gaeilge** that describes the products or services provided by you/your business.
2. Make sure to mention your business contact details – website / contact number etc.
3. Record the video in portrait format. This layout works better for videos that will be shared on platforms such as Facebook, Instagra or TikTok.

4. Avoid using flash if possible. Your phone will make the video brighter or darker as necessary unless where you are recording is very bright (facing directly into the sun) or very dark (at night).
5. Move your camera as close as possible to the product/item you are recording. Don't zoom in as the quality of the video won't be as good.
6. Use the hastag #CeannaighsaGhaeltacht when promoting your products/services.
7. Bain taitneamh as! Enjoy it!