



#ShineOnTourism Campaign Guide

ACCOMMODATIONS

We know how busy things are, especially in the midst of reopening. That's why we've created some content suggestions for you to get involved in #ShineOnTourism campaign, helping to remind Nova Scotians to be welcoming ambassadors and inspire support for the Nova Scotia's tourism industry. Feel free to use these word-for-word, or as inspiration for your own content!



Title	Nova Scotia Tourism Confidence Campaign: #ShineOnTourism
Hashtag	#ShineOnTourism
Webpage	www.shineontourism.ca
Facebook Page	www.facebook.com/NovaScotiaShineOn
Graphics	Available for download via Toolkit on ShineOnTourism webpage <i>*See the Template Tip Sheet for how to use the templates with your own images.</i>

General Content Ideas

- Did you know that Nova Scotian accommodation providers employ thousands of people, working hard to make you feel at home away from home? #ShineOnTourism
- Tourism is a driving force in every region of Nova Scotia, employing thousands of workers directly and indirectly. We're proud to contribute to our communities and their economies. #ShineOnTourism
- Nova Scotia's B&B's are ready with a warm welcome, to give you a home away from home. #ShineOnTourism
- Nova Scotians, you've done an excellent job staying close to home. Now it's time for a safe change of scenery, right here in Nova Scotia. #ShineOnTourism
- Nova Scotia's accommodations have implemented the highest levels of health and safety protocols to provide you with a safe experience from start to finish. #ShineOnTourism
- 1 in 10 Nova Scotians work in the tourism sector. When you explore your home, you're supporting your friends, neighbours, and community. #ShineOnTourism
- When the time is right, why not reunite with family and friends here in Nova Scotia? We're ready to make your trip one to remember! #ShineOnTourism
- We know you're ready for a getaway—and we're ready to give you a safe and relaxing experience from check in to check out! #ShineOnTourism
- There's nothing quite like Maritime hospitality. Let us help make your summer shine. #ShineOnTourism

#ShineOnTourism Spotlight Series Content Ideas

The Spotlight Series focuses on the people and businesses that make tourism shine with mini-profiles on social media.

Content Suggestion	Image Suggestion
From meals to cleaning, we're working tirelessly to keep all our travellers safe. #ShineOnTourism	Use ShineOnTourism Photo Template over image of hotel staff.
Our front desk staff at (INSERT ACCOMODATION NAME) handle everything from tracking down lost items to restaurant recommendations, and they do it with a smile! #ShineOnTourism	Use ShineOnTourism Template over image of staff. Example below: 
Our whole team is Clean It Right certified, meaning you'll have a safe experience with us – from check in to check out! #ShineOnTourism	Use photo of staff holding certificates
Meet (INSERT STAFF NAME). S/he is smiling behind her/his mask, ready to help make your summer shine #ShineOnTourim	Use ShineOnTourism Template over image of staff. Example below: 
From plexiglass shields to new table layouts to enhanced cleaning protocols, we've got a whole host of new protocols to keep your experience with us safe.	Use photos of new safety enhancements.

Other Content Suggestions

- Share guest testimonials about positive experiences at the accommodation
- Highlight partnerships/packages with other local businesses
- Promote job openings and encourage applications
- Highlight health and safety protocols, and any other steps you've taken to provide a safe guest experience
- Share any new renovations, additions, amenities etc. that enhance the guest experience