



#ShineOnTourism Campaign Guide

COMMUNITIES

We know there's some incredible tourism businesses and organizations in every corner of Nova Scotia and it's time to show how your community or municipality helps the whole province shine! Here are some content suggestions for the #ShineOnTourism campaign, helping to remind Nova Scotians to be welcoming ambassadors and generating support for the 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

- Tourism is a driving force in (INSERT COMMUNITY), employing thousands of workers directly and indirectly. #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
- Last year, we were proud to host Nova Scotians and Atlantic Canadians alike! Now, let's be ready to host our friends and family from the rest of Canada as well #ShineOnTourism
- In 2019, over (INSERT NUMBER) people visited (INSERT COMMUNITY). We can't wait to welcome you all back again—and then some! #ShineOnTourism
- Sunny destinations have nothing on the warmth of (INSERT COMMUNITY) hospitality. When the time is right to welcome visitors again, Shine On. #ShineOnTourism
- Our (INSERT COMMUNITY) is famous for our hospitality and friendly nature. Let's give visitors a warm welcome again #ShineOnTourism
- Tourism isn't just about far away travel. It's about business owners, the guides, the makers, the performers, and staff who make up Nova Scotia's tourism industry and play a crucial role in (INSERT COMMUNITY) #ShineOnTourism
- Together, we stayed apart to keep each other safe. It's time to come together again and support (INSERT COMMUNITY)'s tourism businesses. #ShineOnTourism
- When tourism shines, we all feel the glow. It's not just the coastal views and amazing seafood, it's businesses and their employees that help make (INSERT COMMUNITY) a place we love to live and are proud to share with the world.
- Be a tourism ambassador! When the time is right, reunite with family and friends here in (INSERT COMMUNITY)





#ShineOnTourism Campaign Guide

COMMUNITIES

#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 Idea	Image Suggestion
Our community is home to the world's highest tides and the world's friendliest folks. #ShineOnTourism	Use ShineOnTourism Photo Template over image of community members
We're the proud home of (INSERT MUSEUM NAME) Museum, which has enriched, educated and entertained for decades. #ShineOnTourism	Use ShineOnTourism Template over image of Museum staff. Example below: 
Check out the new and improved (INSERT TRAIL NAME) hike – now with a looped trail, better signage and improved parking. Why not rent bikes from (INSERT BUSINESS NAME) and see for yourself? #ShineOnTourism	Use ShineOnTourism Template over image of local trail.
This is (INSERT NAME), a great ambassador of (INSERT COMMUNITY). Whether it's a friendly smile or a bit of fascinating local trivia, (INSERT NAME) makes everyone feel like family #ShineOnTourism	Use ShineOnTourism Template over image of staff. Example below: 
(INSERT COMMUNITY NAME)'s new pedestrian-only walkway helps visitors and locals alike better enjoy all our amazing downtown shops #ShineOnTourism	Use photos of new safety enhancements.

Other Content Suggestions

- Share visitor testimonials about positive experiences in your community
- Highlight partnerships/packages with featuring local businesses
- Promote job openings and encourage applications
- Highlight new businesses in your community
- Share any new infrastructure (signage, trails, public washrooms, etc).