



# #ShineOnTourism Campaign Guide

## NOVA SCOTIANS

Nova Scotia's tourism industry has two things going for it that no other destination has: Nova Scotia and Nova Scotians. Nova Scotians continue to amaze with their dedication, resourcefulness and commitment to providing experiences that make our communities better for locals and visitors alike. Join the #ShineOnTourism campaign and help to remind your fellow Nova Scotians to be welcoming ambassadors and support the tourism industry. Feel free to use these word-for-word, or as inspiration for your own content!

<b>Title</b>	Nova Scotia Tourism Confidence Campaign: #ShineOnTourism
<b>Hashtag</b>	#ShineOnTourism
<b>Webpage</b>	<a href="http://www.shineontourism.ca">www.shineontourism.ca</a>
<b>Facebook Page</b>	<a href="http://www.facebook.com/NovaScotiaShineOn">www.facebook.com/NovaScotiaShineOn</a>
<b>Graphics</b>	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

- Last year, I staycated in Nova Scotia, and was reminded of all the incredible things we have on our doorstep. I can't wait to get back out there or here?! #ShineOnTourism
- Small businesses are the backbone of Nova Scotia. Now more than ever, it's important to shop, dine, and explore local. #ShineOnTourism
- Before the pandemic, 98% of visitors said Nova Scotia met or exceeded their expectations. When restrictions lift, I want to help make it 100%. #ShineOnTourism
- When the time is right, I'm inviting my friends and family to safely reunite here in Nova Scotia #ShineOnTourism
- My first job was in tourism – a lot has changed since then, but maritime hospitality is timeless #ShineOnTourism
- This year, I'm pledging to travel in Nova Scotia – there's still so much to do! #ShineOnTourism
- Welcoming visitors again is what our tourism industry needs, so let's give a warm welcome to those who have waited months and months to come here #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 Idea	Image Suggestion
My hometown is home to the world's highest tides and the world's friendliest folks. #ShineOnTourism	Use ShineOnTourism Photo Template over image of community
My favourite beach in Nova Scotia is (INSERT BEACH NAME)- nothing better than a day on the beach and local ice cream by (INSERT BUSINESS NAME) #ShineOnTourism	Use ShineOnTourism Template over image of staff. Example below: 
(INSERT STORE NAME) has always been my first stop for gifts. Amazing locally made products and even better service #ShineOnTourism	Use ShineOnTourism Template over image of shop
I think my friend (INSERT NAME) is one of Nova Scotia's ambassadors. Whether it's a friendly smile or picking someone up from the airport, (INSERT NAME) makes everyone feel like family #ShineOnTourism	Use ShineOnTourism Template over image of friend Example below: 
My favourite restaurant is (INSERT NAME). The food is so good, its no wonder people travel from near and far to get it #ShineOnTourism	Use ShineOnTourism Template over image of restaurant

### Other Content Suggestions

- Share a positive experience you had with a local business
- Share what businesses you're looking forward to visiting this summer
- Highlight new businesses in your community
- Share a "hidden gem" in your community