



# #ShineOnTourism Campaign Guide

## REGIONAL DESTINATION MARKETING ORGANIZATIONS

We know there are incredible tourism businesses and organizations in every region of the province, and we'd love to demonstrate how your region 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!



<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

- 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
- (INSERT REGION)'s tourism businesses have implemented strong health and safety protocols to keep you safe #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
- Our (INSERT REGION) community is famous for our hospitality. Let's give visitors a warm welcome again #ShineOnTourism
- Our (INSERT REGION) is home to amazing festivals including (INSERT EVENT NAME). We can't wait to for the return of events #ShineOnTourism
- We're happy to welcome (INSERT NEW BUSINESS) to (INSERT REGION).
- Share a link to any recent media coverage about the region.

### #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
Meet (INSERT NAME)! (INSERT NAME) has welcomed guests from near and far at (INSERT BUSINESS NAME) for X years #ShineOnTourism	Use ShineOnTourism Photo Template over image of staff.
During the pandemic (INSERT BUSINESS NAME) began producing hand sanitizer to donate to front-line workers #ShineOnTourism	Use ShineOnTourism Template over image of staff. Example below: 
Our (INSERT REGION) is home to over XX incredible restaurants, including (INSERT BUSINESS NAME)! (INSERT BUSINESS NAME) buys over XX lbs of local farmers each year. #ShineOnTourism	Use ShineOnTourism Template over image of local business.
This is (INSERT NAME), a great ambassador of (INSERT REGION). 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 BUSINESS NAME) have added a patio and revamped their floor plan to help you feel safe and comfortable during your stay.	Use photos of new safety enhancements.

### Other Content Suggestions

- Share visitor testimonials about positive experiences in your region
- Highlight partnerships/packages with featuring local businesses
- Highlight new businesses in your region
- Share any new infrastructure (signage, trails, public washrooms etc.)