



#ShineOnTourism Campaign Guide

RESTAURANTS

Nova Scotia's culinary offerings are a key part of our tourism offerings to locals and visitors alike! Here are some content suggestions for the #ShineOnTourism campaign, helping to remind Nova Scotians to be welcoming ambassadors, dine local, and to 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

- Did you know that Nova Scotia's restaurants generate an average of (INSERT AMOUNT) each year? #ShineOnTourism
- Did you know that Nova Scotia's restaurants employ an average of (INSERT AMOUNT) people each year? #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
- From patios to plexiglass, Nova Scotia's restaurants 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
- Whether you prefer to continue enjoying your favourite local restaurants in person or at home through takeout, we continue to encourage everyone to help #supportlocal however they choose. #ShineOnTourism
- The money spent at local restaurants builds up the surrounding community by adding to the sales revenue and taxes in the area. The taxes on your meal could be beautifying your local park or supporting schools. #ShineOnTourism
- Our (INSERT RESTAURANT) team is famous for our hospitality. We can't wait to share that spirit during in-person dining again #ShineOnTourism





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#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 Chef (INSERT NAME)! (INSERT NAME) creates farm-to-table dishes highlighting the best of the Annapolis Valley #ShineOnTourism	Use ShineOnTourism Photo Template over image of staff.
Our whole team is Clean-It-Right certified, keeping you safe from appetizer to dessert #ShineOnTourism	Use photo of staff holding Clean It Right certificate
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. Example Below 
This is (INSERT NAME), head bartender at (INSERT RESTAURANT). 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 customers testimonials about positive experiences in your restaurants
- Highlight partnerships local suppliers
- Promote job openings and encourage applications
- Highlight new menus/offerings
- Share any new safety protocols
- Share special promotions or live entertainment calendar