



# #ShineOnTourism Campaign Guide

## TRANSPORTATION PROVIDERS

We know the journey is a crucial part of any tourism experience. From rental cars to helicopter tours to everything in between, getting to and around the province is key to experiencing it. 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!

<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
- We've implemented rigorous health and safety protocols to keep you safe while you're travelling with us #ShineOnTourism
- Our staff are tested weekly – it's just one more thing we're doing to support safe travel in Nova Scotia #ShineOnTourism
- Our guides are passionate ambassadors for Nova Scotia. Help us welcome visitors back to the province #ShineOnTourism
- Nova Scotians know there's nothing like a Nova Scotian road trip. Why not invite friends and family to discover that for themselves? #ShineOnTourism
- The transportation sector employs XX,XXX Nova Scotians, who are all ready to help you explore Nova Scotia this summer #ShineOnTourism
- Our drivers aren't excellent drivers – they are friendly historians, human encyclopedias, time-keepers and problem solvers. #ShineOnTourism
- There's no road trips without rental cars. We love making your vacation dreams a reality #ShineOnTourism
- Every dollar you spend in Nova Scotia is an investment in Nova Scotia #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





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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 our guide (INSERT NAME). They know all the hidden gems in Nova Scotia's South Shore. #ShineOnTourism	Use ShineOnTourism Photo Template over image of staff.
Our whole team is Clean-It-Right certified, keeping you safe at every step of your journey #ShineOnTourism	Use photo of staff holding Clean It Right certificate
We work with over 15 wineries, helping guests safely experience all the incredible Annapolis Valley has to offer. #ShineOnTourism	Use ShineOnTourism Template over image of local business. Example Below 
This is (INSERT NAME), head driver at (INSERT BUSINESS). 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 plexiglass barriers and enhanced cleaning protocols to help you feel safe and comfortable during your trip.	Use photos of new safety enhancements.

### Other Content Suggestions

- Share customers testimonials about positive experiences with your businesses
- Highlight partnerships with other local businesses
- Promote job openings and encourage applications
- Highlight new promotions/packages
- Share any new safety protocols