



#ShineOnTourism Campaign Guide

WINE, CRAFT BEER, CIDER, SPIRITS BUSINESSES & ASSOCIATIONS

We know how busy things are, especially in the midst of reopening. That's why we've created some content suggestions for you to get involved in #ShineOnTourism campaign, helping to remind Nova Scotians to be welcoming ambassadors and inspire support for the Nova Scotia's 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 every region of Nova Scotia, employing thousands of workers directly and indirectly. We're proud to contribute to our communities and their economies. #ShineOnTourism
- Did you know you can experience some of Nova Scotia's finest products, delivered to your front door? (LINK TO LOCAL BUSINESS, MARKET OR FAIR) #ShineOnTourism
- Brighter days are finally here and it's time to #ShineOnTourism! We've crushed the third wave, and now we can safely enjoy the beauty of our home—and its people—once again. #ShineOnTourism
- You can experience one of Canada's best wine regions right here in our own backyard. The Annapolis Valley is home to so many incredible wineries, and they're all ready to welcome you again. #ShineOnTourism
- Nova Scotia's craft breweries have spent the pandemic bringing beer to your doorstep. It's time now to enjoy that delicious beer where it's made. #ShineOnTourism
- Did you know Nova Scotia's gins have won awards around the world? Experience the world's best right here at home (LINK TO DISTILLERY) #ShineOnTourism
- There's nothing quite like Maritime hospitality. Find us on the Good Cheer Trail and let us help make your summer shine. #ShineOnTourism
- We've implemented the highest levels of health and safety protocols to provide you with a safe experience from start to finish. #ShineOnTourism
- You've spent months virtually cheers-ing friends and family. It's time to cheers in person again! #ShineOnTourism
- When the time is right, why not reunite with family and friends here at *INSERT BUSINESS*? We're ready to make your trip one to remember! #ShineOnTourism
- As guests return to the province, we're ready to do what we do best! Help us give our friends, and soon-to-be friends a warm welcome! #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	Sample Image
Our team is ready with big smiles behind their masks! #ShineOnTourism	Use ShineOnTourism Template over image of staff. Example below: 
Our head (winemaker/brewer/distiller) was born and raised in *insert town*. They're inspired by Nova Scotia's unique terroir and used it to create a uniquely Nova Scotian beverage.	Use ShineOnTourism Template over image of staff.
INSERT BUSINESS HERE employs over 70 people in the Annapolis Valley, who are all dedicated to creating award-winning wines and top-notch customer experiences #ShineOnTourism	Use ShineOnTourism Template over image of winery staff
Our whole team is Clean It Right certified, meaning you'll have a safe experience with us – from check in to check out! #ShineOnTourism	Use photo of staff holding certificates
From plexiglass shields to new table layouts to enhanced cleaning protocols, we've got a whole host of new protocols to keep your experience with us safe.	Use photos of new safety enhancements.

Other Content Suggestions

- Profile partnerships with other local makers/farmers/operators
- Profile “inspired by Nova Scotia” products
- Share guest testimonials about positive experiences at an establishment
- Highlight partnerships/packages with other local businesses
- Promote job openings and encourage applications
- Highlight health and safety protocols, and any other steps taken to provide a safe guest experience
- Share any new renovations, additions, amenities etc. that enhance the guest experience