

# Winter ToolKit

## Scheduling

Meta Business Suite has the perfect scheduling tool to help you post on Facebook and Instagram.

We know running a business keeps you busy and we want to help make it easier than ever to help promote yourself. You can create all your posts for the month and set them to schedule for various times. Don't miss peak times or forget to post about those great offers again!

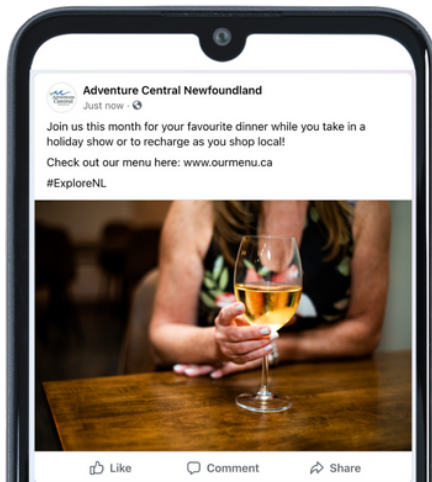
## Hashtags

This is a great way to get your content and business discovered. Using the appropriate hashtags your customers can follow will help you be discovered. You don't want these hashtags to be too broad or too narrow that you don't get seen.

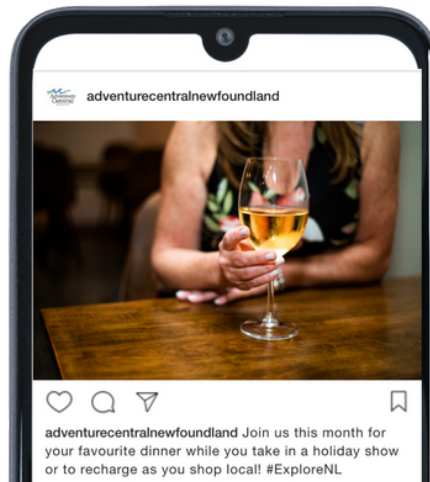
**#ExploreNL #ExploreCanada**

## Best Practices

Different platforms can share content differently. Depending on what you would like to post, you may have to tweak it. Facebook is great for links, articles, long posts, and more. Whereas, Instagram is better for high quality photos and videos with short captions.



Facebook



Instagram

Are you offering a package to your guests this holiday season?  
Ensure it's listed on your **NL Tourism Operator Portal**.

  
Adventure  
Central  
NEWFOUNDLAND



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## How to Use

1. Select a caption and customize it as necessary.
2. Use one of the photos from the province or your own.  
*Note: Be sure to credit the photographer of the photo you use.*
3. Use appropriate hashtags if posting to Instagram.
4. Post.

## Suggested Posts

### Festivals & Winter Carnivals

- [Insert Dates] is the week of [Town Name]'s Winter Carnival and we still have availability. Come stay with us and enjoy all central has to offer this winter.

### Snowmobiling

- Our cabins are located directly on the winter trails. Book your stay with us and check out the amazing snowmobiling that is right outside our door.

### Skiing/Snowshoeing

- The snow has arrived and we have some incredible trails right here in our backyard. Plan a weekend getaway with us and bring your snowshoes (or we rent them if you need them!)

### Staying Warm

- Need a break from shovelling? Check out our *staying warm* packages. With our hot tub, art studio, and king-size beds, we have everything you need to forget about the snow.

### Romantic Getaway

- We have the perfect night away for two! Enjoy a weekend with us with a special menu from our on-site restaurant.



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All posts you share should have a coordinating photo. You can use the [provincial database](#) for some ideas.