

Holiday 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.

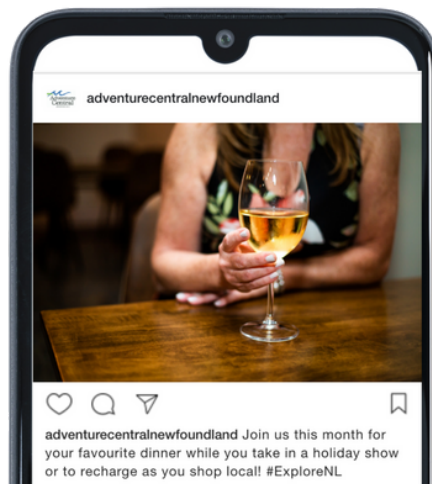
#ExploreNL #ExploreCanada

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



Holiday ToolKit

Suggested Topics and Sample Posts

Gift cards

- Did you know we sell gift cards? We can help you get that perfect gift for the hard-to-shop-for person in your life.

Packages

- We have a special holiday deal just for you! Need a break from all the hustle and bustle? Spend the night with us and receive a voucher for our onsite restaurant.

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!)

Shopping

- We have a lot of amazing small businesses in [insert town]. Come and join us this weekend and get some amazing deals on the local products you are looking for!

Holiday dinners

- Check out our amazing holiday dinner specials! We are introducing a new twist on all your favourites this season and we can't wait to see you.

Holiday shows

- [Insert band name] will be visiting [insert town name] this holiday season! Come join us and take in a show while visiting. We would love to host a magical night for you and your crew.

Open Hours

- We are having some extra special days this month to help accommodate your shopping needs! We'll be open [insert day/hours] for you to drop in and get those last-minute gifts.

Holiday Lights/Festivals

- [Insert town name] is having a beautiful display of holiday lights this year. Come and stay with us while you enjoy the magic of the season.



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