



Regional Tourism Organization 9 - South Eastern Ontario

Social Media Guide

Our Vision

Build recognition of South Eastern Ontario and its destinations as tourism destinations throughout all four seasons.

Our Mission Statement

To concentrate on destination marketing initiatives to attract visitors outside of the region in booking overnight stays and build advocacy of South Eastern Ontario amongst locals.

Purpose

The purpose of this document is to outline style guidelines for South Eastern Ontarios core social media accounts. This document will be updated annually or as needed by the Marketing Department.

Active Accounts

Twitter: @SouthEast_Ont

Facebook: South Eastern Ontario

YouTube: South Eastern Ontario

Instagram: @southeast.ontario

Pinterest: South Eastern Ontario

Social Media Voice

Who we are: Engaged, helpful and FUN! We collaborate with our 11 Destinations every single day to help them engage in meaningful relationships with potential visitors, their community, and us!

Our Tone: Engaging, Informative, and Friendly. We believe that South Eastern Ontario is the destination spot for family memory builders, active seniors, and explorative millennials! We believe that our path of success is bringing destinations and their target audience together seamlessly!

Ownership of Post

All messages on South Eastern Ontario's social media platforms are posted in the character voice as mentioned above. However, individual team members can attach individual names or initials to posts.

Transparency

We present our messages openly and honestly ensuring that we are completely transparent in the information we share with our online community. This applies to both SEO and RTO9 accounts.

Network Specific Guidelines

Twitter

Focus: Push out our destinations messages to our audience. Be the centralized Hub of information.

Frequency: Daily/ multiple

Content: RT, Blog content etc

Best Practices:

- Use SEO Friendly keywords for bio
- Shorten all links using URL shortener (ex bit.ly ow.ly)
- Include any relevant mentions whenever possible
- Include relevant hashtags whenever possible
- Use MT to signify a modified and/or shortened tweet
- Use RT to signify a retweet
- Cite the source of an article or news item by tagging relevant account or author (ex via @source)

Facebook Page

Focus: External events/ what's happening within the Destinations

Frequency: Daily/ multiple

Content: Longer descriptive post, contest, content (blog, live videos, videos, etc)

Best Practices:

- Use SEO Friendly keywords for bio
- Use a CTA
- Include any relevant mentions
- Include links to relevant websites in all post
- Delete the text URL from your post if displaying the link preview
- Tag relevant usernames in the caption or as a comment (ex. "Places mentioned:")

YouTube Page

Focus: Provide our audience with a deeper look into destination attractions

Frequency: 3-4 per quarter

Content: Destinations in the region, attractions, services, and products.

Best Practices:

- Use SEO Friendly keywords for bio
- Add social channel buttons in the cover
- Tag appropriately
- Provide a CTA on each video
- Give videos descriptive names to support SEO

- Include relevant hyperlinks after description
- Sync accounts
- Make videos available in other languages

Instagram

Focus: Engaging with audience

Frequency: 4x a week

Content: UGC, destinations, Instagram Stories, more scenic photos, less photos with people.

Best Practices:

- Use SEO Friendly keywords for bio
- Get involved! Engage with followers, engage with the discovery page, accounts we follow, accounts using relevant hashtags
- Appeal to emotion, ask questions, create excitement
- Turn on Post Notifications for DMO's, key tourism partners, and other RTO's in Ontario (competitor research)
- Apply appropriate tags, mentions, emojis, etc
- Crowdfund UGC using Crowdriff
- When appropriate add a CTA to our post linking to our bio (Link In Bio 📌👉)

Engagement Style

The following are tips when engaging with our audience on Social Media:

- Like and leave comments on tweets/comments from followers and SEO related hashtags/tags
- Use inline comments to reply to users when there is an opportunity to respond
- Listen and join relevant conversations
- Thank new followers and people who mention us
- Engage and highlight destinations by tagging them wherever possible
- Give credit where it's due! (always reference content you're sharing from others) 📷
- Add followers based on relevancy to us (influencers, tourism partners, operators, local businesses, unique places)
- Add photographers who we have worked with in the past 📷
- Include location in caption 📍
- Include a tasteful amount of emojis that are suitable for the caption and don't overcrowd the text

Crisis Management

While Social Media is intended to be more immediate and informal way to communicate with an audience, there is the chance that being a public forum leaves South Eastern Ontario susceptible to 'negative' post or feedback.

Here are guidelines when dealing with challenges on social media:

Engage with the source.

Always ensure to respond directly to the source of the individual/company providing feedback and/or comments. This engagement will show our willingness to address their concerns.

Be transparent.

Adhere to SEO Social Media voice and be open and honest with our community on the channels we could be targeted on. We must take comments and/ or feedback seriously and make commitments to investigate concerns and provide further information if required.

Be timely.

Social Media hours are not the same as regular ones. We must respond as quickly as possible. Silence suggests we do not take the matter seriously. Always confirm with the source that we are investigating further into an answer for them.

Commonly Used Hashtags

- #SouthEasternOntario
- #DiscoverON
- #Ontario
- #ExploreCanada
- #ExploreOntario
- #BestOfOntario
- #YoursToDiscover
- #VisitCanada
- #LoveOntario
- #Canada

01. BOQ

#BayofQuinte
#Belleville
#QuinteWest
#Trenton

02. Prince Edward County

#TheCounty
#PrinceEdwardCounty
#VisitTheCounty
#CountyUp
#pec

03. Lennox & Addington

#UnspoiledLA

04. Kingston

#kingstonontario

#YGK

#YUMGK

#VisitKingston

#kingston

#FreshMadeDaily

#Kingston_ON

#downtownkingston

05. Gananoque

#1000islands

#gananoque

#visit1000islands

#travel1000islands

#stlawrenceriver

#thousandislandcan

#thousandislands

06. Brockville

#explorebrockville

#mybrockville

#brockvillerrailwaytunnel

#downtownbrockville

#Brockville

#stlawrenceriver

#BetterInBrockville

#ClearlyBrockville

07. Cornwall

#CornwallOntario

#Cornwall

#CornwallTourism

#stlawrenceriver

#SDGCounties

#whereontariobegan

#exploreCornwallON

#whatsupcornwall

08. Rideau

#rideaucanal
#rideauriver
#rideau
#rideaulakes
#Kemptville
#Westport
#Merrickville

09. Frontenac County

#inFrontenac
#Wolfeland
#bigsandybay
#FrontenacPark

Parks of St Lawrence (Fort Henry, Skywood, Upper Canada Village)

#stlawrenceparks

Ontario Parks (which ones to include: Charleson Lake, Sandbanks)

#OntarioParks

Parks Canada (Bellevue House, Fort Wellington, Thousand Islands National Park, Rideau Canal)

Commonly Used Tags - Instagram

@ontariotravel
@discoverontario
@canada
@explorecanada
@torontolife
@blogto
@narcitycanada
@escapetoronto

01. BOQ

@bayofquinte
@quinte_west_tourism
@trenton_dbia
@discoverbelleville
@downtownbelleville

02. Prince Edward County

@visitthecounty
@pec_tourism
@pecatyourdoor
@experiencepicton

03. Lennox & Addington

@landacounty
@naturallylennoxaddington
@greaternapanee
@downtown_napanee

04. Kingston

@visitkingston
@kingstoncanada
@city.of.kingston
@kingston_on
@downtownkingston

05. Gananoque

@leeds1000islands
@1000islandscan
@town1000islands
@travel1000islands

06. Brockville

@1000islandstour
@downtownbrockville
@leeds1000islands

07. Cornwall and SDG Counties

@cornwalltourism
@whatsupcornwall
@cityofcornwall
@sdgtourism
@sdgcounties

08. Rideau

@rideaucanalofficial
@leeds1000islands
@explorenorthgrenville
@whatsonwestport

09. Frontenac County

@frontenacounty
@visitfrontenac