



Social Media Toolkit Season Extension - Visa Gift Card Pilot Project October 2021

Caption Suggestions

These captions are to help accommodators put together quick and easy Facebook or Instagram posts to advertise fall packages as participants of the Visa gift card program, **Find Your Fall**. Feel free copy and paste, mix & match, add emojis, tag any partners, and adjust as necessary to suit your business.

Hashtags

All social media post must include:
#FindYourFall #ExploreNL

Also, use these if they are relevant to your package:
#HikeNL #BirdsNL #WhalesNL

Please Note

As part of the participant criteria, operators must commit to posting a minimum of **twice each week** during this promotion (October 15-31, 2021). This helps to maintain momentum and excitement. It also lets new visitors know that your accommodation is a participating business.

How to Use this Toolkit:

1. Select a caption and customize as necessary.
2. Select one of the provided images. If you would like to use an image from your business, please contact Emili at Go Western Newfoundland (emili@gowesternnewfoundland.com) or Abby at Legendary Coast of Eastern Newfoundland (abby.moss@legendarycoasts.com) to have your image branded.
3. Use appropriate hashtags if posting to Instagram.
4. Post.
5. Repeat twice a week.

TIP: If you won't have time to post twice weekly, dedicate a time to create all 4 posts. Then use the [schedule feature](#) in **Publishing Tools**. If your Instagram and Facebook pages are linked, you can schedule for both platforms.



Caption 1

Book our *[insert name]* package for this October and receive a complimentary \$75 Visa gift card! Package starts at \$198/couple + tax & levy.

Package includes 2 nights and *[insert package details, i.e., voucher for two pints of craft beer and charcuterie board from Newfoundland Brewery, tickets to a F&E and fresh hot breakfast, etc.]*.

☎ 709.123.4567

✉ info@yourhotel.ca

🌐 www.yourhotel.com/packages

Caption 2

Plan the perfect fall getaway with our *[insert name]* package for this October and receive a complimentary \$75 Visa gift card! Package starts at \$215/couple + tax & levy.

With this package you'll enjoy 2 nights accommodations at our hotel and *[insert package details, i.e., experience the best fall hiking, enjoy lively and entertaining dinner theatre, take a cooking class, etc.]*

Contact us to book your package!

☎ 709.123.4567

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🌐 www.yourhotel.com/packages

Caption 3

Discover your backyard this fall with our *[insert name]* 2 night package this October and receive a complimentary \$75 Visa gift card! Package starts at \$215 + tax & levy.

Join us for *[insert package details, i.e., a weekend of yoga in an outside setting, a guided ATV tour, etc.]*

Book your package today!

☎ 709.123.4567

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Caption 4

Receive a complimentary \$75 Visa gift card when you book our *[insert name]* package! Package starts at \$215 + tax & levy for 2 nights.

Package includes *[insert package details]*.

Book your package today!

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Caption 5

Looking for a romantic fall getaway? Book our *[insert name]* package for this October and receive a complimentary \$75 Visa gift card. 2 night package starts at \$275/couple + tax & levy.

Package includes *[insert package details, i.e., outdoor picnic with hot beverages, couples massage, etc.]*.

Book your package today!

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Caption 6

Looking for the perfect family fall escape? Our *[insert name]* package is exactly what you need this October! This 2 night package starts at \$400/family + tax & levy.

Package includes *[insert package details, i.e., outdoor paintball, mini golf, pumpkin carving on the farm, geocaching challenge, zip lining, etc.]*.

Book your package directly with us and receive a complimentary \$75 Visa gift card!

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Caption 7

It's the last week to book our *[insert name]* package and receive a complimentary \$75 Visa gift card for shopping local.

This 2-night package includes *[insert package details, i.e., outdoor paintball, mini golf, pumpkin carving on the farm, geocaching challenge, zip lining, etc.]* and starts at \$400/couple + tax & levy.

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