



## Off Season Social Media Toolkit

### How to Use this Toolkit

1. Select a caption and customize it as necessary.
2. Use one of the photos above 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.

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### Hashtags

All social media posts should include: #ExploreNL

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

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*TIP: The schedule feature in [Publishing Tools](#) is a great way to ensure you still get content pushed out on your social media each month. If your Instagram and Facebook pages are linked, you can schedule for both platforms.*

## Caption Suggestions

These captions are to help operators put together quick and easy Facebook or Instagram posts surrounding winter opportunities. Feel free to copy and paste, mix & match, add emojis, tag any partners, and adjust as necessary to suit your business.

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### Caption 1

Here's a picture of [description of photo] from last season. We'd love to see our guests share their favourite photos and memories from your visit with us.

### Caption 2

Have you booked your trip to [insert region] yet? Not only would we love for you to join us but check out our friends [tag business]. They are known for their amazing [insert experience/food/craft], check out the photos below to see more.

### Caption 3

One of the best ways to enjoy nature in Newfoundland & Labrador is with a hike! We have some amazing trails right here in our backyard. Check out the [insert trail name] while visiting us. [insert link to NewfoundlandLabrador.com listing].

### Caption 4

Did you know that in our town there is a great history of [insert topic].

### Caption 5

Head on over to our Instagram page for more photos and videos! We love sharing all the amazing things that happen here and we don't want you to miss out. 📷: [@instagram handle]

### Caption 6

Want to add us to your summer adventures? Head on over to our website to book your [adventure/stay/meal] with us.

### **Caption 7**

Make the most of your visit! Check out the NewfoundlandLabrador for all your trip planning needs. [Insert link to destination page]

### **Caption 8**

Here is a look behind the scenes as we get ready for the upcoming season. Our [insert employee] is working on [insert task] to help your visit even better this year. We can't wait to welcome you this year!

### **Caption 9**

If you have visited us before you have most likely met [insert employee name]. They have been one of the backbones of our operation for years. You can often find them [insert tasks]. Say hello in the comments below.