



Winter 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.

Hashtags

All social media posts should include: #ExploreNL

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

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.

Caption 1

Book our [insert name] package this winter to make the most of the season! Our package starts at \$198/couple + tax. 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.].

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Caption 2

Discover your backyard this winter with a visit to [our accommodation]. Relax and unwind as you view the [insert scene] just steps from your [room/cabin/house].

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Caption 3

Join us for a one of a kind winter excursion. [Name of tour] will bring you to views like you have never seen before. Get out and make the most of your winter this year.


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Caption 4

Looking for a chance to enjoy the outdoors this winter? Book our [insert name] package for this season and enjoy snowshoeing, skiing, and skating right next door. Our 2 night package starts at \$275/couple + tax. Package includes [insert package details, i.e., outdoor picnic with hot beverages, couples massage, etc.]. Book your package today!


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Caption 5

Looking for the perfect family winter escape? Our [insert name] package is exactly what you need this year! This 2 night package starts at \$400/family + tax. Package includes [insert package details, i.e., ski pass, snowshoe rentals, geocaching challenge, zip lining, etc.]. Book your package directly with us and receive a complimentary \$75 Visa gift card!


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Caption 6

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., ski pass, snowshoe rentals, geocaching challenge, zip lining, etc.] and starts at \$400/couple + tax & levy.

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