



#Langleyfresh

Tourism Langley

STAKEHOLDER TOOLKIT

2020.06.29

The Campaign

The hashtag **#LangleyFresh** has become a staple for social media sharing in Langley, not just for Tourism Langley and the businesses, but for local people, visitors and other social media accounts that post about the things that find here in Langley.

This campaign is our opportunity to remind people of everything that they love about this place, why they shared in the past, and how the people and places of Langley are emerging stronger than ever.

Over the next 6 weeks we'll be sharing stories about the people and places of Langley that have been working beyond the scenes and are now beginning to welcome BC back to experience all of the amazing things that this place has to offer.

What To Expect

Week 1: Video launch

Week 2 - 6: Weekly blog posts, Instagram stories, Facebook & Instagram carousels

Along the Way: Surprises, giveaways and lots of content that you can share

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#Langleyfresh

We're now into Phase 3 of the recovery, which means that we're able to welcome people back from across BC, safely. Our focus is on telling the story of #LangleyFresh, letting people know about all that there is to see, taste and experience here, at the same time reminding people to respect the advice of our health professionals

We are following the Phase 3 guidance, and using the resources provided by Destination BC - we encourage you to do the same:

"We are now in Phase 3 of BC's Restart Plan, which allows a gradual return to safe and respectful travel within British Columbia. In alignment with this Phase, Destination BC will be launching a new chapter of its successful Explore BC campaigns: an extensive domestic marketing campaign encouraging BC residents to plan and book their trips for travel throughout the province."

"Throughout Phase 3, Destination BC will continue to support BC's tourism industry by providing access to resources and tools, training programs, program modifications, and insights for small- and medium-sized enterprises in our industry.

We encourage you to look through our **Response, Recovery, Resilience** approach and stay up to date on the latest information we have, and are working from, through joining our industry calls on Thursdays, subscribing to our weekly newsletter, and following our corporate social media channels."

How Can You Get Involved?

Keep It Simple

What's most important is good old fashioned storytelling. There are so many wonderful stories to be told in Langley about people who have been preparing for this moment, and businesses that have come up with creative new ideas. Our goal here is just to let the world know about what you've been up to.

People are looking for stories of resilience, stories to give them a bit of hope, and stories they can show their support for, and that's what this campaign gives them.



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Share The Weekly Blog Posts

For each of the 5 weeks following the publishing of the LangleyFresh video, a post will be published that will serve as that week's keystone piece. The content will follow the brand storytelling guidelines, which are the 5 letter acronym: FRESH.

Each post will tell the story of that aspect and that group of operators, celebrating the work they've been doing and the recovery that's happening in that category.

The posts may include short stories about specific operators, recommendations that point readers to destinations, and should always have user-generated content embedded.

What You Can Do:

- Share the links to these blog posts in your own social media, newsletters, etc.
- Let us know about stories of resilience and re-opening that we should include in the next post by emailing your ideas to: Daniella@tourism-langley.ca

Post #Langleyfresh Instagram Stories

Weekly Instagram stories will be published to summarize our blog posts and highlight key stories. Tags will be used liberally to let you know when you have been mentioned.

What you can do:

- Reshare stories when tagged
- Create your own stories of #LangleyFresh
- Encourage your audience to share their stories with the following call to action:
- "Get out and experience the place where all of your favourite things come from (safely, please), and help us to tell their story by sharing the people and places of Langley with #LangleyFresh."

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Share & Comment On Instagram & Facebook Carousels

Each week Tourism Langley will be sharing a 5-10 image post that specifically calls out moments that visitors can experience when they come to Langley. The goal is to give followers specific ideas and inspiration for ways that they can experience #LangleyFresh.

We'd love to see you doing the same - regularly sharing content to both Instagram and Facebook in single image or multi-image format to highlight features and experiences that they offer that you can't get anywhere else. Our captions will tell the reader exactly what they're seeing in the following format:

What you can do:

- Reshare posts when tagged
- Create your own posts, or carousels about #LangleyFresh
- Like & comment on the Tourism Langley posts when you see them

Ideas & Examples



Updates For Visitors

as things begin to reopen and new features are made available

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Stories Of People & Businesses

that have been hard at work and are now welcoming people back



Specific Ideas & Inspiration

that people can take advantage of right now.

Assets Available To You

For the next 6 weeks we'll be sharing photos, videos, blog posts and other creative assets that you're welcome to share on your own channels. To access the folder where everything will be shared, click the button below or got to: <https://www.dropbox.com/sh/bg90kldpyqs6c8x/AADEUGzdq-ZiWEGKPiCn-gs4a?dl=0>

Click Here

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