

SECTION 11:

How Tourism New Brunswick Uses Social Media



OPERATOR SOCIAL MEDIA TOOLKIT



How TNB Uses Social Media

Tourism New Brunswick uses social media to promote New Brunswick and attract visitors to our province, but we also use our platforms to help promote individual operators as much as possible.

Our social media platforms are Facebook, Instagram, Pinterest and YouTube. We do use Twitter but for strategic purposes only – we do not use it actively as our audience data does not support it.

The more quality assets and content that operators share on social media, the easier it is for us to help promote and re-share.

We see and choose assets to re-share by searching content that uses **#exploreNB** and that tags the **@destinationNB** account, so make sure to use these when posting your content.

We also choose and re-share assets based on the guidelines in our Brand Playbook, which provides a great basis for creating ideal content for all social media platforms and is highlighted on the follow slide.





How TNB Uses Social Media (cont.)

All TNB content is high impact with high quality visuals that give an authentic taste of the consumer experience. Tourism operators should leverage the TNB Brand Philosophy when creating content to engage with your target audience:

Brand Promise = real connections

Brand Values = genuine and authentic

Brand Personality = friendly, fun and relaxed

Brand Experience = natural and approachable

Please visit the link below to download the complete Tourism New Brunswick Brand Playbook:

<https://tourismnewbrunswick.info/brand/>

The next slide contains examples of operator content that Tourism New Brunswick has shared to show you how to create content that achieves your business goals and also helps us promote your business.

BRAND VALUES

JOIE-DE-VIVRE PRIDE
GENUINENESS
AUTHENTICITY KINDNESS HONESTY
INCLUSIVENESS
ADVENTUROUSNESS LOVE OF NATURE

BRAND PERSONALITY

GOOD-HUMOURED	HELPFUL
EXPRESSIVE	PRACTICAL
HONEST	DOWN-TO-EARTH
OPEN-MINDED	FUN
LIGHT-HEARTED	RELAXED
GENEROUS	FRIENDLY
PASSIONATE	DEPENDABLE
AGREEABLE	NON-JUDGMENTAL
NATURAL	RESILIENT

How TNB Uses Social Media (cont.)





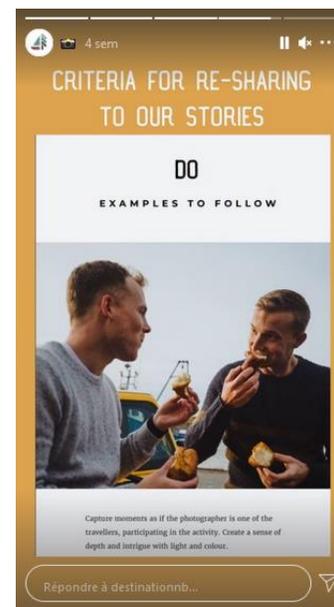
How TNB Uses Social Media (cont.)

Tips for getting your content shared by TNB:

- We re-share content from around the province
- We like images and videos with recognizable landmarks and locations, or that provide a sense of place
- We love to see content that shows the diversity of New Brunswickers and the tourism experience
- We are always looking for content that shows a unique perspective of New Brunswick

Visit the following link to find the criteria we use for re-sharing to our Instagram stories:

<https://www.instagram.com/stories/highlights/17902760161820095/>



Operator Social Media Toolkit

