



SECTION 1:
Why Social Media?



OPERATOR SOCIAL MEDIA TOOLKIT



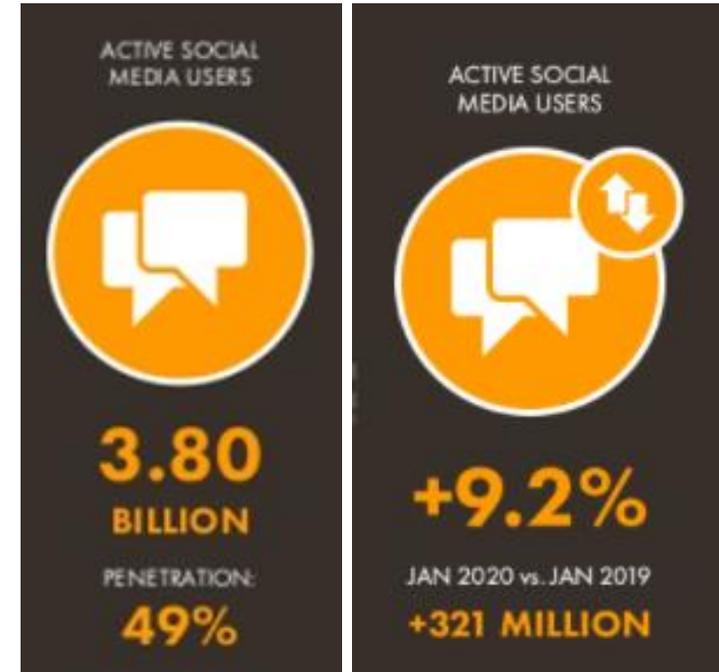
It's Where Consumers Are

Social media is an essential way to reach today's consumers. Over half of the world uses social media on a regular basis, with 67% usage in Canada.

In Canada



Around the World

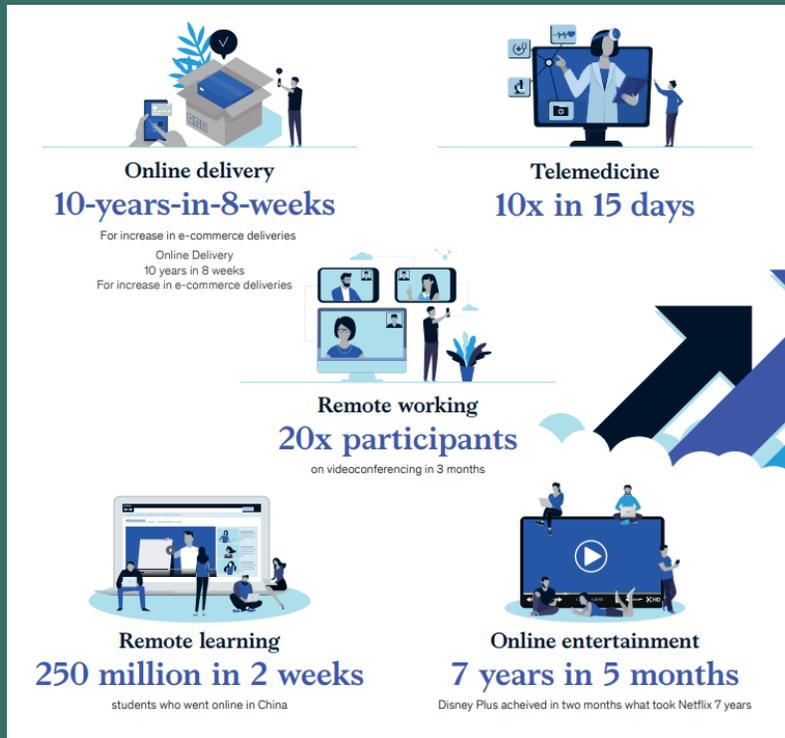


SOURCES: POPULATION: UNITED NATIONS, SOCIAL: GOVERNMENT BODIES, ACME, GWA INTELLIGENCE, INTERNET BY DEVICE: GWA INTELLIGENCE, SOCIAL: TELICOMS REGULATORY AUTHORITY AND GOVERNMENT BODIES, KINFOOL ANALYTICS, SOCIAL MEDIA PLATFORMS: SELF-SERVING ADVERTISING TOOLS, COMPANY ANNOUNCEMENTS AND ANALYSIS REPORTS, CANADIAN MEDIA ANALYTICS, ILLUSTRATION: SHUTTERSTOCK.COM, © COMPANILET ADVISORY, SOURCE AND DATE CHANGE

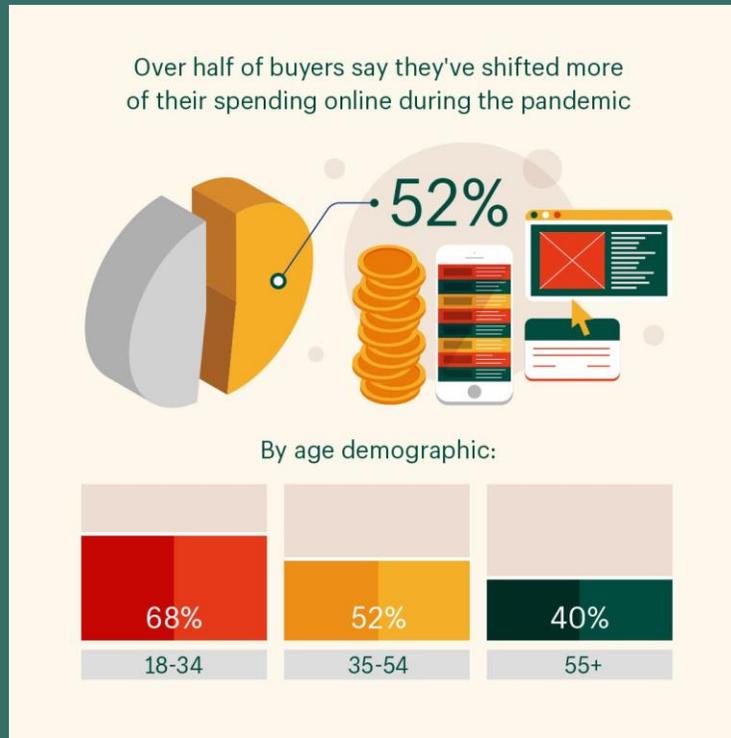


Usage is Increasing

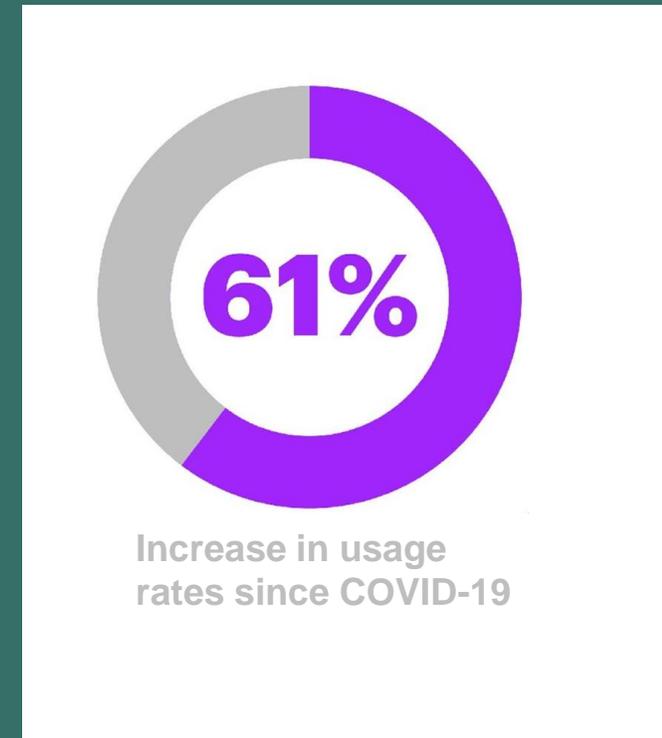
The use of digital platforms and tools has increased significantly due to the impacts of COVID-19, with social media being one of the key drivers behind this increase (and e-commerce the other key driver).



Source: <https://www.mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/how%20covid%2019%20is%20changing%20consumer%20behavior%20now%20and%20forever/how-covid-19-is-changing-consumer-behavior-now-and-forever.pdf>



Source: <https://www.shopify.ca/blog/consumer-trends>



Source: <https://www.forbes.com/sites/ryanholmes/2020/04/24/is-covid-19-social-medias-levelling-up-moment/?sh=236c5ae46c60>

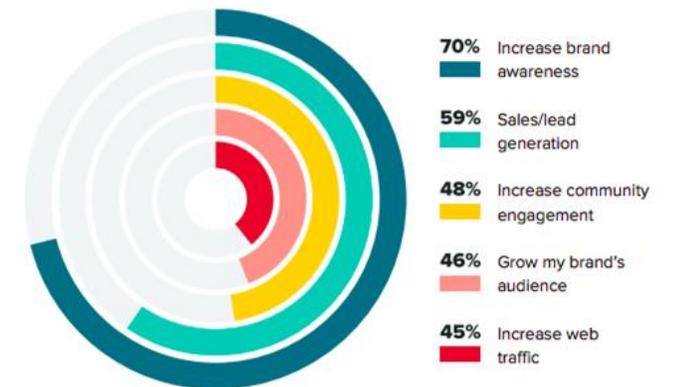
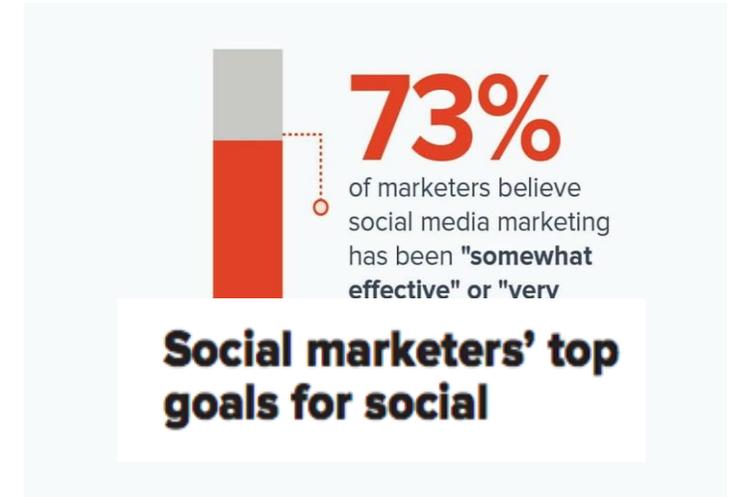
It Can Do Many Things Effectively



Social enables brands to tell their story, showcase authenticity and personality, promote products and offerings, connect with consumers, build relationships and learn about consumers and audiences. In doing these things, social media can help brands:

- Increase/build brand awareness
- Stay top of mind with consumers
- Increase website and digital traffic
- Drive sales
- Build brand loyalty

And those using social media as a marketing tool are seeing business results!



WHY SOCIAL MEDIA?

It Influences Travel Decisions



Travelers use social media to get recommendations on places to go, where to stay and things to do.

Highly visual content that give users a sense of what their travel experience will be acts as proof before purchase, building credibility and trust in an authentic way while also driving awareness of the brand and offerings. And highly visual content (photos and videos) perform best across platforms.

In addition to brand-generated content, user-generated content (UGC) can add further credibility and authenticity, acting as a recommendation from peers on the travel experience. Peer opinions have large influence on purchase decisions.

Leveraging UGC on social media is an increasing trend moving into 2021 and can enhance the customer experience in a time when customer experience has never been more important.



Sources: <https://www.socialmediatoday.com/news/7-digital-marketing-trends-of-focus-for-2021/592857/>; <https://www.evokad.com/destination-marketing-a-guide-to-social-media>

Operator Social Media Toolkit

