

Campaign Objectives

The Regional Municipality of York and the York Region Arts Council are launching a new tourism marketing campaign called 'Ready When You Are'. The campaign is aimed at promoting York Region's vibrant tourism and arts and culture scene.

As businesses reopen, the campaign will highlight top destinations, attractions, recreational sports, restaurants and more from across York Region. The goal is to showcase businesses that have reopened and are ready to welcome guests and let residents and visitors know that these businesses are 'ready when you are'.

Crafting Your Messages

Remember to use the official campaign hashtag **#ReadyWhenYR** on social media when talking about your business and its reopening. Other hashtags that you can also use include: **#ExperienceYorkRegion**, **#ExperienceYR** and **#YorkRegion**.

The Experience York Region team will be monitoring the hashtag so we can re-share and amplify your campaign updates. To ensure that we do not miss any posts, feel free to tag us at @experienceyorkregion on Facebook and Instagram and @experienceyr on Twitter.

To further extend your message and engage your social support network, you can also tag your municipal offices, your councillors, and local and regional provincial tourism offices such as @[yourcity/town]; @[localBIA/ChambersofCommerce]; @[regional/provincial-tourismoffice]; @[local-partner/Councillor].

Below are some sample messages that you can use to announce your participation in the Ready When You Are campaign:

Facebook: Our business has opened its doors and we are excited to welcome you back! We are Ready When You Are. #ReadyWhenYR @experienceyorkregion @[yourcity/town]

Twitter: Our doors are open and we cannot wait to welcome you back. We are Ready When You Are. #ReadyWhenYR! @experienceyr @[Local Partner/Councillor]

Instagram: We are re-opening on [DATE]! We can't wait to see you again and welcome you into our business. We are Ready When You Are. #ReadyWhenYR #ExperienceYorkRegion #ExperienceYR #YorkRegion @experienceyorkregion @[Local Tourism Office]

Other Content Ideas

Below are some photo and video ideas that you can use to continually activate your platforms throughout the run of the Ready When You Are campaign.

1. Show images of your business or do a video walk-through of your space with the help of a lively and friendly personality. Let people know what they can expect when they step into your business and remind them what it feels like to be in your space again.
2. Do a countdown. Paired with images of your space, this will build up the excitement and anticipation of your customers for your re-opening.
3. Show images of the modifications that you have made in your space—whether it's fun signage, touchless doors, plexiglass barriers, or your new socially-distanced patio layout. The more your customers know that their safety is top-of-mind, the more comfortable they will feel coming back into your business.
4. Show images of friendly faces. It could be an image of business owners against the entrance/façade of your business, your employees as they get back to work, or your customers enjoying your facilities and services (with their permission). Let them know that it is safe to come back and that they are welcome in your business.
5. Give out informational messages to your customers about how your services have changed. Are you doing curbside pick-up only? Are you mandating customers to wear masks? Have you changed your hours to accommodate for increased cleaning? Are you doing business by appointment only? Make sure to communicate these changes on social media using graphics or images.

Preparing Image Assets

1. Download the Ready When You Are logo on experienceyorkregion.com/ready-when-yr
2. Refer to the next pages on this guide for proper image dimensions for each social media platform.
3. Choose the images that you are going to post. We highly encourage that you use photos of your business. You can also download free stock photos on [Unsplash](https://unsplash.com) or [Pexels](https://pexels.com).
4. Overlay the 'Ready When You Are' wordmark on the photos that you are planning to use for the campaign. Use programs like [Canva](https://canva.com) (free), [Adobe Photoshop](https://adobe.com/photoshop), or Microsoft Paint. Save the file as a jpeg or a png and you are good to go!

Image Dimensions and 'Ready When You Are' Wordmark Treatment

Instagram Feed (1080 x 1080 pixels)



Instagram Stories (1920 x 1080 pixels)



TIP: You can incorporate information about your business on the images. Include your logo, website URL, phone number, your business hours, and/or any other changes to your operations.

Facebook or Twitter Image Post (940 x 788 pixels)



Facebook Profile Page Banner (828 x 315 pixels)



Twitter Profile Page Banner (1500 x 500 pixels)



Social Media Best Practices

1. Plan your messages ahead of time and set a consistent schedule for sending out your posts.
2. Share good-quality photos that are sharp, bright, and vibrant (no pixelated photos, please!) that showcase the best that your business has to offer.
3. Always proofread your copy. Look out for spelling mistakes and grammatical errors.
4. Prepare to engage with your customers by liking their posts and responding to comments and questions in a timely manner.
5. Evaluate and keep experimenting. Keep track of posts that do and do not work and adjust future posts accordingly.

Questions? Contact us at info@experienceyorkregion.com.