



# Elora and Fergus Tourism Social Media Style Guide

August 2023

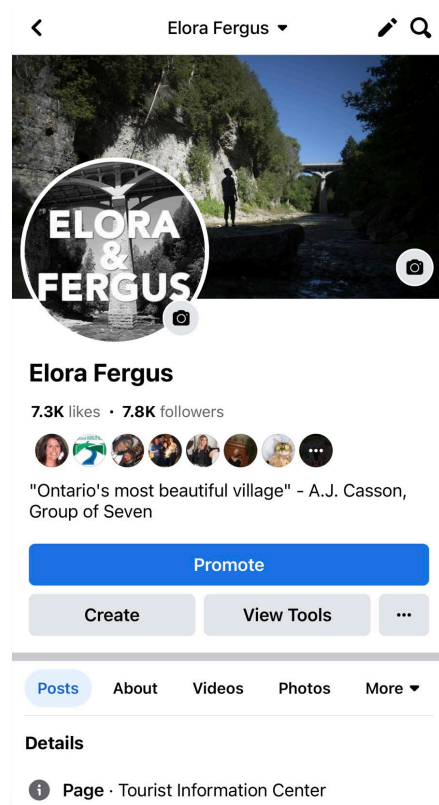
# Strategy Rationale

The following guide showcases a strategy that has been developed through testing and current industry standards.

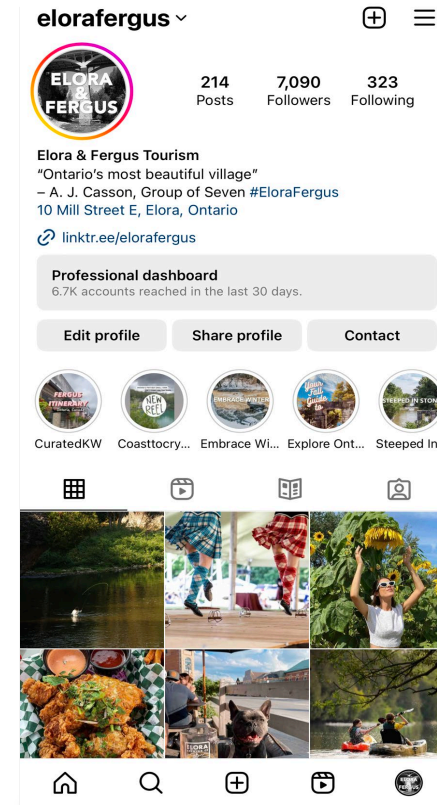
As the world of social media is ever-changing, it is important to adapt strategies to the evolution of the digital landscape.

# Profiles

Facebook:  
[Facebook.com/VisitEloraFergus](https://www.facebook.com/VisitEloraFergus)



Instagram:  
[@elorafergus](https://www.instagram.com/elorafergus)



# Goals



Everything we do is to maintain high engagement.



Bring people to Elora & Fergus and create a memorable experience.



# Voice

- Inspiring, sophisticated, and inviting.
- Responses should be upbeat, helpful, and positive.
- Avoid sarcasm, mocking visitors, or other brands.
- Voice should always be consistent, tone can vary depending on content and situation.

@vikusia\_karolinka



@Wayne Simpson Photography

# Optimize Imagery



- Just as important as maintaining a consistent voice is maintaining a strong image brand.
- Keep branding consistent: Profile pictures and headers should be easily identifiable.
- Organic, no stock images.

# Optimize Imagery – Types of Imagery

## High-Quality Images

- Owned content and paid content
- Build a library over different seasons

## Video

- Keep videos short
- Try and use HQ video when posting
- More amateur video can be shared through IG stories

## User Generated Content (UGC)

- With proper permissions
- Share brand appropriate user content



# Consistency

## Facebook

- Post Rate: 1-2 times per week
- User-Generated Content: photos, videos
- Owned Media: photos, video, website, blogs
- Earned Media: articles, listicles, blogs (i.e., Narcity, BlogTO, Ontario Travel, NatGeo)
- Paid media
- Not using Facebook Stories as they have very low engagement

## Instagram

- Post Rate: 1-2 times per week
- User-Generated Content: photos, video
- Owned Media: photos, videos
- Instagram Stories:
  - 24 hour lifecycle
  - As needed: live events, festival promotions, real-time excursions





## 3 Pillars of DestinationNEXT:

### Natural/Outdoor Assets, Heritage Assets, Festival & Events

- Natural Assets/Outdoor Adventure:

Elora Gorge, Grand River, Irvine River, Lover's Leap, Tubing, Hiking, Zip Lining, Kayaking

Evoke a sense of place: recognizable, atmospheric, connected places.

- Heritage Assets:

Elora Mill, Templin Gardens, Kissing Stane, Wellington County Museum & Archives, Historic Downtowns

Not generic or potential to look like 'stock photos'. Connect with visitor emotions and nostalgia.



## 3 Pillars of DestinationNEXT:

Natural/Outdoor Assets, Heritage Assets, Festival & Events

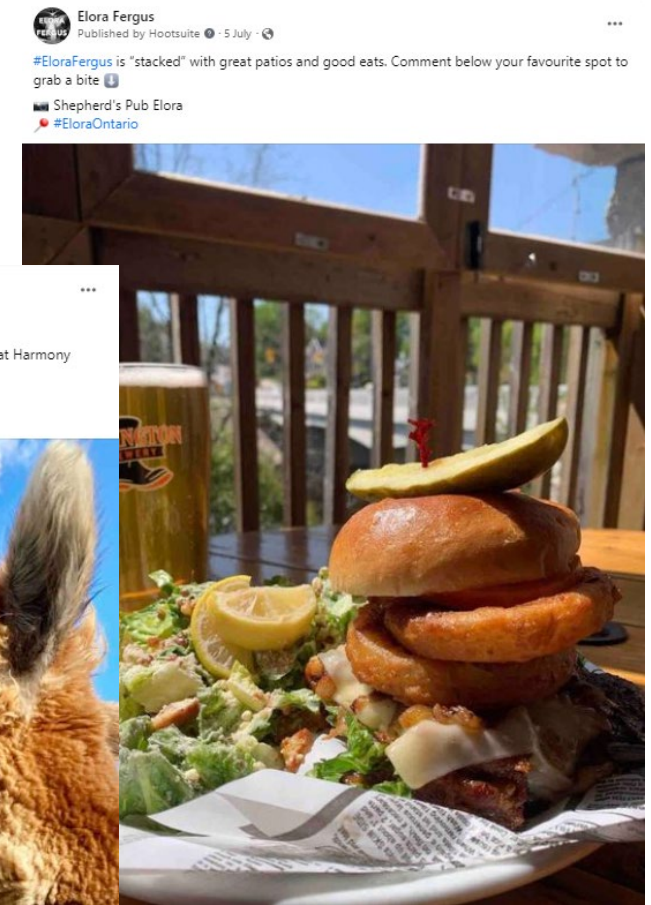
- Festivals and Events:

Riverfest Elora, Fergus Scottish Festival, Elora Festival, Elora & Fergus Studio Tour, etc.

Given that strong imagery generates high engagement on social media, we look for ways of promoting festivals and events through strong visual content that we are able to access.

# Post Formatting - Facebook

- User-Generated images must include photo credit. If the photo came from Instagram, include the original handle.
- If user has a known connected Facebook page (i.e., photographer or tourism operator) link to that account.
- Keep sentences short.



# Post Formatting - Facebook

- Ensure outbound links have an appropriate image and headline. Tag any affiliated sources as applicable.
- Sharing posts from other Facebook pages, include own text to differentiate from original post message.

**Elora Fergus**  
Published by Hannah J Barclay · 6 d ·

#EloraFergus is a Regional Hub for this year's Culture Days celebrations! Take a look at the scheduled events lined up in our region between September 22 and October 15 at <https://bit.ly/3s555hm>



**Township of Centre Wellington**  
9 August at 10:30 ·


Did you know that #EloraFergus is a Regional Hub for this year's Culture Days events? Take a look at the lineup of events scheduled for Culture Days at <https://...> See more

**Elora Fergus**  
Published by Hannah J Barclay · 22h ·

Harmony Meadows Alpaca

**Destination Ontario**  
14 August at 10:30 ·

Meet up with these friendly faces at one of these Alpaca Farms.



RIO.COM

1 Ontario  
Ontario alpaca farms where you can see alpacas and llamas and interact ...

Boost a Post

1 share

Comment Share

# Post Formatting - Instagram



Highly curated, mostly user-generated content. Images that fit the story, no graphics or text (i.e., posters, promotions)

# Post Formatting - Instagram

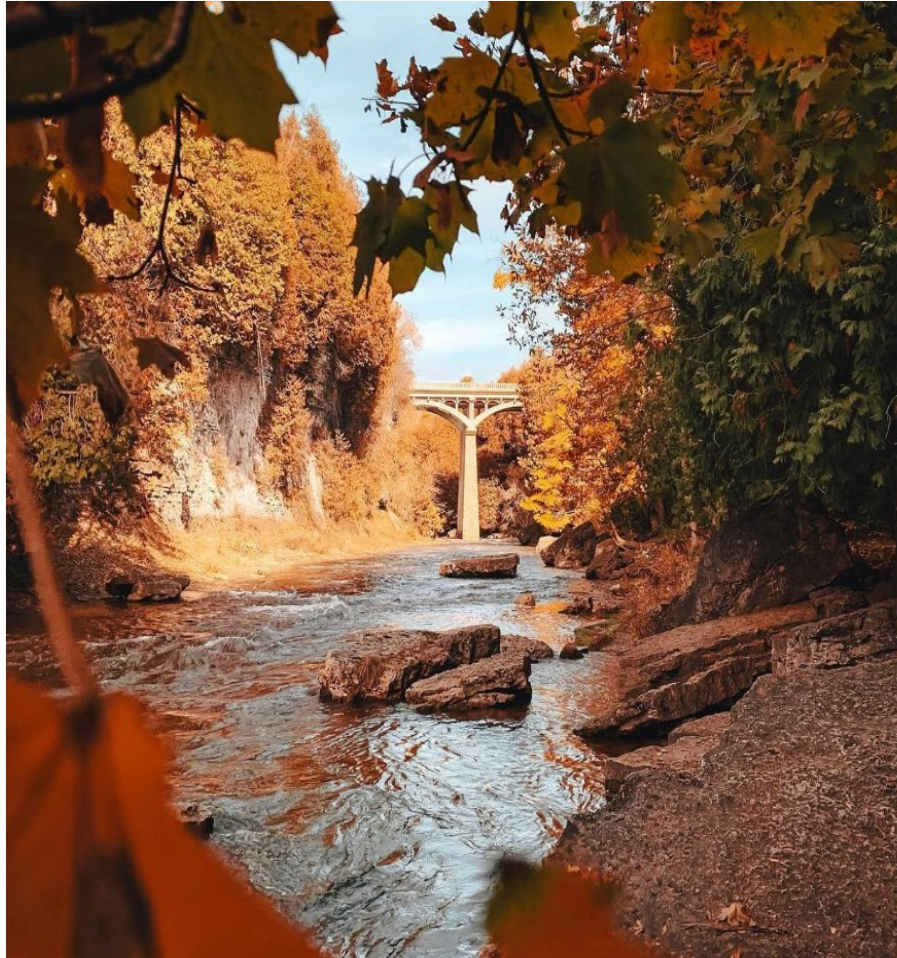


- Short sentences, incorporate #EloraFergus where relevant
- User-generated images must include photo credit to the original user, tag the original user's Instagram handle in the post when possible.
- Set location to Elora, Ontario; Fergus, Ontario; or Elora Gorge rather than to a specific operator or site. This broadens the reach and likelihood of the post being found.



Elora & Fergus Tourism

# Post Formatting - Instagram



**elorafergus**  
Elora, Ontario

**elorafergus** Can you "be-leaf" were already halfway through October?  
Now is the perfect time to take a stroll through Victoria Park and the Elora Gorge to see the stunning fall colours before they're gone! 🍁🍂🇨🇦

📍 @scottdhunt  
Elora Gorge/Irvine Bridge  
43w

**kathy\_musty** Beautiful! ❤️  
42w 1 like Reply

**elorafergus** #EloraFergus #EloraOntario #EloraGorge #IrvineBridge #DiscoverON #ExploreON #OutdoorAdventures #Hiking #Park #Fall #Autumn #FallColours #Trails  
43w Reply

[View insights](#)

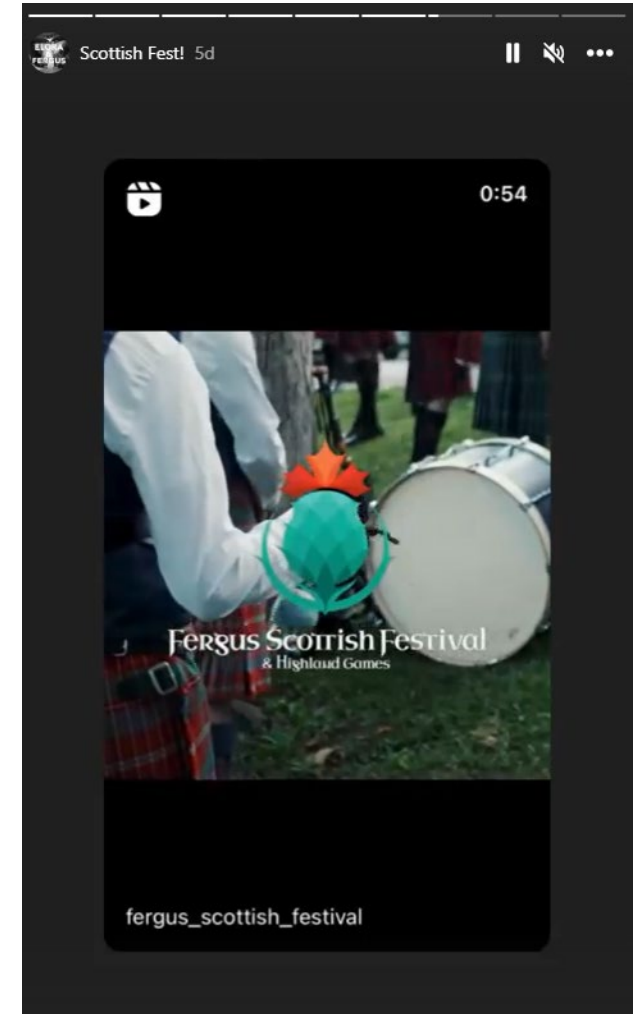
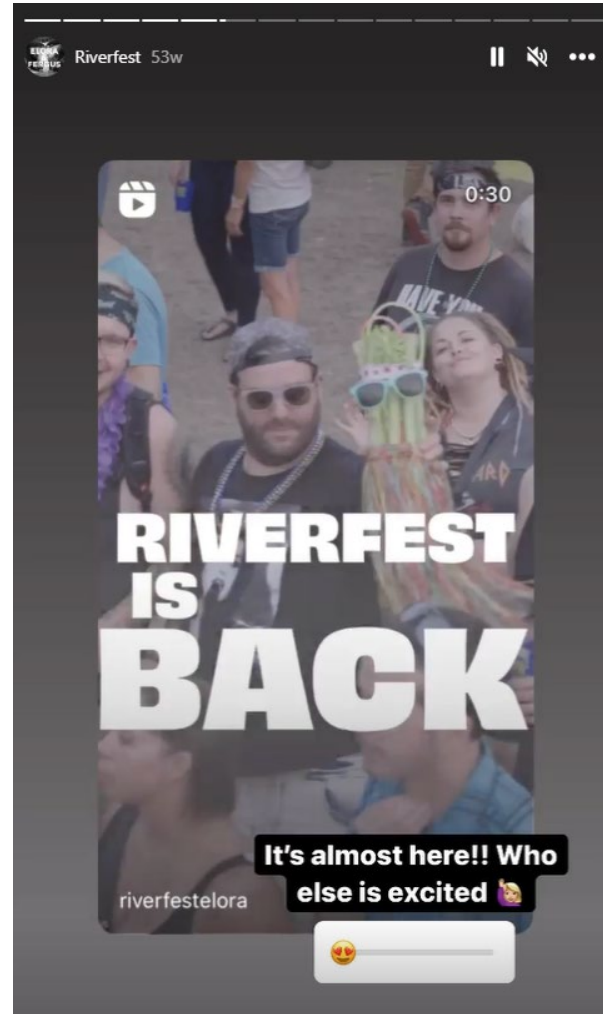
❤️ 💬 📌

Liked by oneandonly\_fergus and 299 others  
OCTOBER 19, 2022

- All other hashtags go in the comments.
- Have a hashtag library available
- Include 10-15 hashtags from general to location specific.
- Include hashtags like #DiscoverON and/or #OntarioTravel so that posts are added to the radar of Ontario Travel's accounts.

# Post Formatting - Instagram

Instagram Stories can be used at live events, to promote new posts, share tagged content, and promote festivals and events.






# Interaction and Social Listening

- Reserve time to interact with users who are tagging and sharing Elora & Fergus content. From liking posts to commenting, this engagement shows your audience you are listening and opening up the conversation.
- Respond to inquiries in a timely manner.
- Check relevant hashtags (#EloraFergus, #EloraGorge, #EloraOntario, #FergusOntario, etc.) and geo-tags (Elora ON, Fergus ON, Elora Gorge, Elora Quarry) for posts that may not have reached you directly.
- Be aware of current festivals and events that may draw more social interaction.
- Engage in social listening with other DMOs and tourism destinations for best practices and new opportunities. Social media trends and algorithms are constantly evolving!



# Resources

 Township of Centre Wellington  
Social Media Policy

SUBJECT: <a href="#">Social Media Policy</a>	LAST UPDATED: July, 2023
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1.0 Policy Purpose

The Township of Centre Wellington ("the Township") is committed to open and transparent communication with its residents by using a variety of tools, including social media. By utilizing social media, the Township is showing its commitment to the public by providing them with timely, accurate, accessible, transparent, and accountable information.

The Township will promote the use of social media platforms as a tool for fast, two-way communications about our programs, services and news affecting our community. The Township will authorize specific individuals to utilize social media in an official capacity to ensure that, as with all communication efforts, communications through social media are accurate, consistent, and professional.

1.1 General Policy Statement

The Township of Centre Wellington promotes the use of social media platforms as a fast, coordinated approach to communicating all Township business to residents and stakeholders, such as, but not limited to programs, services and news affecting our community through professional, creative and strategic communications.

1.2 Policy Purpose

The Township's [Social Media Policy](#) and usage guidelines outline the corporate standards regarding communicating to and engaging with the public using social media platforms for employees and elected officials. This policy also outlines:

- That the Township of Centre Wellington provides a single, comprehensive corporate Facebook, Twitter, YouTube, and LinkedIn page that is monitored daily by the Digital Media Associate ("DMA") and the Communications and Strategic Initiatives Specialist ("CSI"), and to which is used to inform, engage and educate residents and stakeholders about Township business.
- That Elora & Fergus Tourism provides a single, comprehensive corporate Facebook and Instagram page that is monitored daily by the DMA and CSI, and to which is used to inform tourists, stakeholders, and other visitors about what our region has to offer.
- That the Fergus Grand Theatre provides a single, comprehensive corporate Facebook and Instagram page that is monitored daily by the DMA and CSI, and to which is used to inform residents, stakeholders and tourists about performances taking place at the theatre.

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Elora & Fergus Tourism Digital Strategy

**Introduction:**

**History:** In 2017, following a Destination Visitor Experience Assessment (DVSA), a four-year partnership between Regional Tourism Organization Four Inc (RTO 4) and the Township of Centre Wellington Elora & Fergus Tourism was established to develop a Tourism strategy through the DestinationISEE process. Out of this strategy came five strategic theme recommendations including Hygiene Factors. In an effort to improve the digital hygiene of Elora and Fergus as a destination, the Destination Digital Audit (DDA) was used to assess the digital presence of Elora and Fergus as a destination. In June 2018, there was a reset to the Elora & Fergus digital accounts to streamline into four areas: Website, Facebook, Instagram and the Digital Excellence Centre.

**The Elora & Fergus Story** (From Destination Ontario RTO 4 Elora-Fergus Campaign):

The Group of Seven's A.J. Casson described Elora as "Ontario's Most Beautiful Village". To those that have visited Elora, that comes as no surprise. Elora is a place carved by nature, with its unique gorge setting on the precipice of the 80ft limestone cliffs cut by the coursing Grand River. Walk through the village's charming century-old stone buildings, drawn from the nearby quarry, and the connection to the geography is potent. Or visit the Elora Mill, whose bold redesign stands a symbol of a place moving into the future while remembering its history tied to the river.

Fergus, just up the Grand River, shares much of the same charm as Elora. Together they offer a rich selection of arts and culture from the Elora Festival Singers to the Fergus Highland Games. The vision for Elora & Fergus today is to become Ontario's idyllic getaway showcasing its natural setting, heritage towns and arts and culture.

**Mandate**

Elora & Fergus Tourism mandate: To become Ontario's idyllic experience showcasing our natural setting, heritage towns and arts and culture.<sup>1</sup>

Digital mandate: To increase the digital sophistication of Elora and Fergus as a destination, meet the tourist where they are accessing information and inspire them to visit Elora and Fergus by maintaining engagement and telling a clear story that reflects the three DestinationISEE pillars of Natural Outdoors, Heritage and Festivals & Events.

<sup>1</sup> From 2017 RTO 4 Presentation to the Committee of the Whole

- Copyright: All images must be appropriately credited. Rights must be approved in order to use user-generated content.
- Further documents:
  - The Township of Centre Wellington's Social Media Policy
  - Elora & Fergus Tourism Digital Strategy

# Social Media Manager



Social media account access is granted to the Digital Media Associate with support from the Communications & Strategic Initiatives Specialist and adheres to posting within the Centre Wellington Social Media Policy and Elora & Fergus Tourism Social Media Guidelines.