



Content Strategy

Elora & Fergus Tourism's social media (Facebook & Instagram) goals are to maintain high engagement and promote the area's natural assets, using an inspiring, sophisticated and inviting voice. Just as important as maintaining a consistent voice is maintaining a strong image brand. To do so, Elora Fergus Tourism focuses on organic, high-resolution imagery with little to no filters/editing, no stock images, and no text/graphics/posters. The majority of the content shared is user-generated which is shared with proper permissions and image credits.

When it comes to events in the region, Elora & Fergus Tourism makes every effort to share tagged posts to Instagram Stories or Facebook Feed. In regards to the Tourism accounts posting about local events, a few things are needed to ensure the accounts keep a consistent brand voice & image that aligns with the branding strategy and the Township of Centre Wellington's Social Media Policy and Guidelines.

What We Need From You

High-Quality Imagery from Your Event

To keep consistent with the brand's content strategy, we require high-quality imagery of your event. Which means:

- ✗ No excess filters or editing
- ✗ No text
- ✗ No graphics
- ✗ No posters

Brief Description of Your Event

A brief description of your event will be helpful when writing a post. Descriptions should be kept from 2-3 sentences as the average attention span on social media is 8 seconds. The description should **NOT** include:

- ✗ No ticket sale links
- ✗ No harmful/inappropriate language
- ✗ No sarcasm, mocking of other events or other brands

CW Calendar of Events

Be sure to add all events to the Township's Calendar of Events:

www.centrewellington.ca/calendar



Important Notes

Elora & Fergus Tourism maintains a social media calendar for the year where content ideas are planned. We make every effort to keep space open for events in the region, however, event posts are **not guaranteed**. If you would like your event to be considered, please ensure required content is delivered **3-4 weeks before your event** takes place.

The role of Elora & Fergus Tourism is not to sell or populate your event for you, it is rather to share with our followers what is happening around the region. Because of this, event posts are generally scheduled 1-3 days before the event takes place.

For More Information

Hannah Barclay | Digital Media Associate
hbarclay@centrewellington.ca



@EloraFergus

7,485
page likes

8,027
followers



@EloraFergus

8,876
followers

Township of Centre Wellington

Marketing & Communications

Social Media Policy

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.

The corporate accounts are **NOT** used for:

- Promote non-Township activities such as events, fundraisers, or other community-led initiatives.
- Promote business, political, or other partisan interests.

Sharing Your Event with the Township

In accordance with the Township of Centre Wellington's Social Media Policy and Guidelines, the Township does not post about non-Township events. If you want the Township to share your event please follow these steps:

Tag the Township in your Post

Facebook: Township of Centre Wellington (6,246 follows)

Twitter: @CentrWellington (3.6K followers)

LinkedIn: Township of Centre Wellington (1,944 follows)

A post share is not a guarantee - if your post times well with the Township's social media content calendar, then the post will be shared.

Send and Email to the Digital Media Associate

The Township receives many interactions on social media (tags, comments, likes, etc.) and a post tag may be missed. If you'd really like your post to be shared, feel free to send an email to the Township's Digital Media Associate as a prompt to share:

(hbarclay@centrewellington.ca)

Add your event to the Township's Calendar of Events

The Township's Calendar of Events is a central location for residents and visitors to see what is happening in the community. It also offers a chance for viewers to sign up for an email list to receive reminders of events.

www.centrewellington.ca/calendar

Fergus Grand Theatre

Marketing & Communications

Content Strategy

The Fergus Grand Theatre provides a single, comprehensive corporate Facebook and Instagram page which is used to inform residents, stakeholders and tourists about performances taking place at the theatre, primarily the Presenting Series. All posts from the Theatre's accounts maintain the theatre branding and voice.

For Theatre Rentals (i.e., shows that are not the Presenting Series) the Theatre **DOES NOT** post on behalf of theatre rentals. The theatre can share posts that tag us to our Facebook feed or Instagram stories.

What the Theatre can do for Rentals

Create a Facebook Event and make the Theatre a Co-Host

This will allow the event to show up on the Theatre's Facebook page under "events".

Tag the Theatre in your Post

Facebook: Fergus Grand Theatre (1,951 follows)

Instagram: @fergusgrandtheatre (1,150 follows)

A post share is not a guarantee - if your post times well with the Theatre's social media content calendar, then the post will be shared. Feel free to send an email to the Township's Digital Media Associate as an additional prompt to share.

Weekly Post: What's On at The Theatre

It is the job of the Theatre Rental Client to promote and market their own show, however, the Theatre is committed to sharing with the community what is taking place at the Theatre so a weekly "What's On At The Theatre" post is shared.

The post details the next four upcoming shows taking place at the theatre - all shows for these posts are pulled from the Theatre's Tixhub page.

For More Information

Hannah Barclay | Digital Media Associate

hbarclay@centrewellington.ca