



We are tourism.

Campaign Toolkit

What is 'We are tourism?'

Hospitality Newfoundland and Labrador is putting a face to tourism and raising the profile of the industry with our new campaign, '**We are tourism**'. The multi-media campaign focuses on establishing the tourism industry as not only economically valuable to the province and to the many people it employs, but also showcases the vital role it plays in improving the quality of life for all.

How can you get involved?

Tourism in Newfoundland and Labrador helps support our communities and plays a major role in our daily lives – now more than ever. In addition to paid and social media efforts, we’ve developed the following assets for you to share on your social channels. Help us spread the message because together, **‘We are tourism’**.

Facebook Profile Frames

SAMPLES

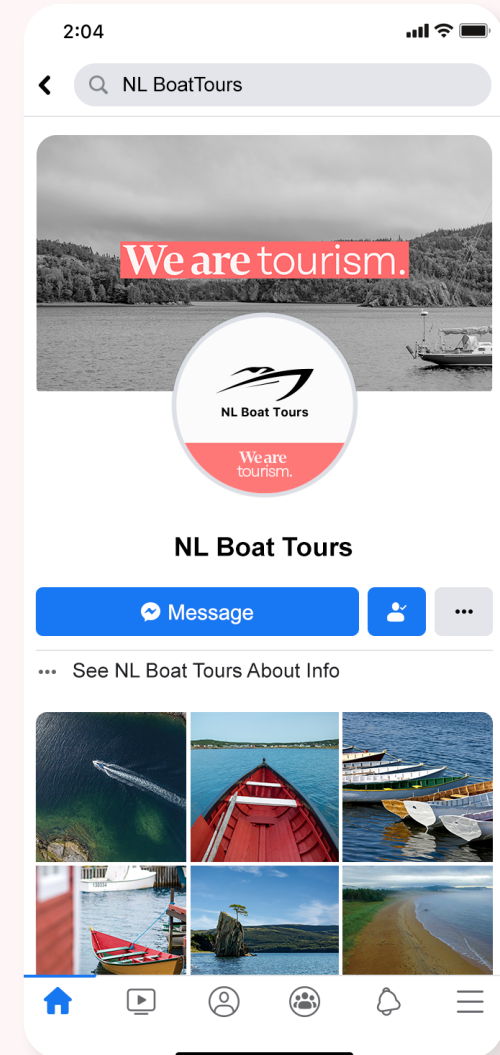
You can place the **'We are tourism'** Facebook Profile Frame over your existing profile photo.

You'll find step-by-step instructions on how to add the 'We are tourism' Frame to your Facebook profile photo below.

1. Go to facebook.com/profilepicframes.
2. Click your profile picture in the bottom left and select your Page.
3. Search for 'HNL We are tourism'.
4. Choose the 'We are tourism' frame from the results.
5. Click 'Use as Profile Picture'.



Want to make this your profile picture on Twitter too? Simply download your new Facebook profile photo with the 'We are tourism' Frame and upload it as your profile picture on Twitter.



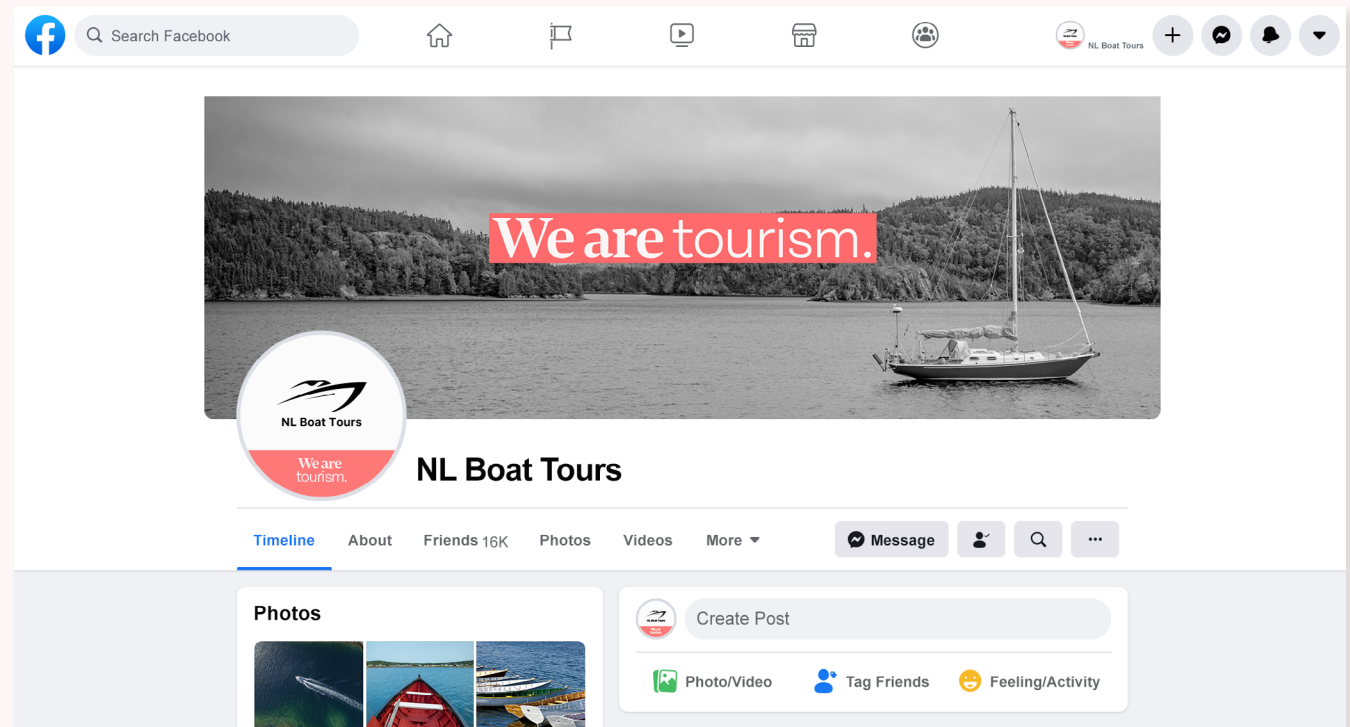
Facebook Cover Photos

We made it easy to create your own custom Facebook Cover Photo image. To automatically generate a **‘We are tourism’** Cover Photo, simply upload (or drag and drop) your tourism related image [here](#).

You can download the file and upload it as a new Cover Photo for your Facebook page. While uploading the photo, use the copy to explain how your business improves the quality of life in your community.

And don’t forget to promote the campaign using the **#WeAreTourism** hashtag!

SAMPLE



Want to make this your cover photo on Twitter too? You can use the same custom Cover Photo on Twitter as well.

Thank You

Questions? Email us.
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HOSPITALITY
NEWFOUNDLAND & LABRADOR