

#ExploreSask Toolkit



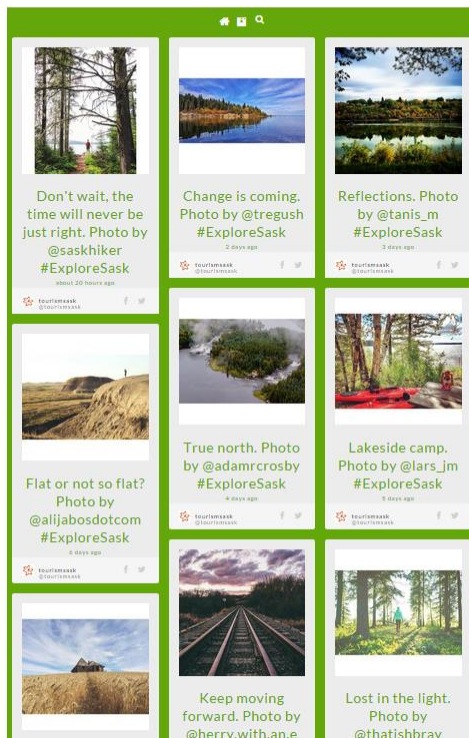
Overview



#ExploreSask and discover Saskatchewan's beauty

To keep on top of all things Saskatchewan, follow our social channels. We're active on Facebook, Twitter, Instagram, Pinterest, Tumblr, YouTube and Google+.

Let us know what you're up to while trekking through our province. Use the hashtag #ExploreSask so we can discover and share your adventures with our fans. Some of our recent Instagram #ExploreSask posts can be found below.



Tourism Saskatchewan is using **#ExploreSask** to share and curate content via social media. We want to encourage tourism businesses and tourists to share their Saskatchewan experiences by using the hashtag. Authentic vacation content is being showcased via Instagram and Twitter and utilized to inspire other travellers to plan trips to our province.

What is #ExploreSask and why is it important?

Visitors are actively using #ExploreSask to share their SK experiences. This presents a huge opportunity for tourism businesses and Destination Marketing Organizations (DMOs) to connect with people travelling through our province.

There are currently over **43,000** photos tagged with #ExploreSask on Instagram. Content tagged with #ExploreSask has a potential monthly reach of **2.8M** between Instagram and Twitter.

Tourism Saskatchewan Website:
www.TourismSaskatchewan.com

#ExploreSask Hub:
www.TourismSaskatchewan.com/ExploreSask

****Note: Hub to be updated in 2016****



Participation



Why Should You Participate?

By encouraging the use of #ExploreSask your business will be better able to connect with visitors outside of your existing social media community. This in turn will increase the exposure of your tourism product and experience.

Plus, participation is **FREE**. In this toolkit you will find information on how to use the hashtag to promote your business via Twitter and Instagram.

How Can You Participate?

- By using #ExploreSask in your social media content
- By promoting #ExploreSask to your visitors and encouraging them to use it in their social media content
- By engaging with relevant existing social media content

Instagram



Don't forget, this weekend is your last chance to zip for the season!

#zipcypresshills #zipelkridge #exploresask



Twitter

Twitter | twitter.com

<https://twitter.com/Saskatchewan>

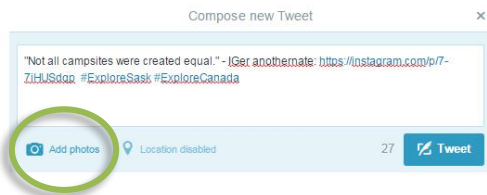
#ExploreSask

@Saskatchewan

Step1



Step2



Step3

 Tourism Saskatchewan
@Saskatchewan

"Not all campsites were created equal." -
IGer anothername: instagram.com/p/7-ZiHUSdq #ExploreSask #ExploreCanada



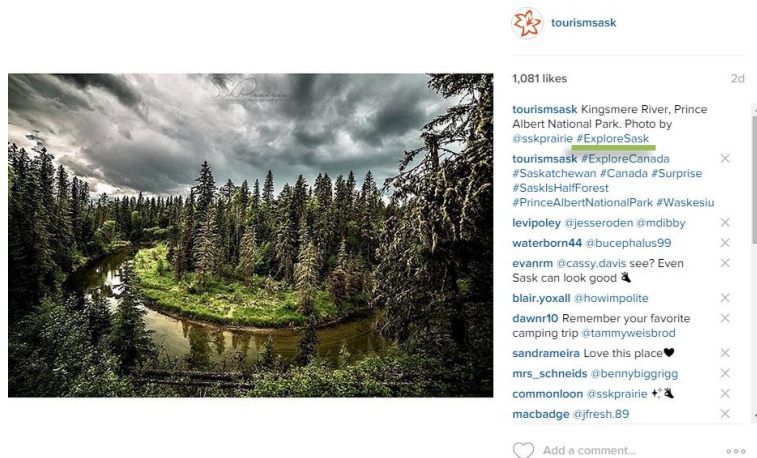
- Twitter allows users to send and read content or "Tweets"
- "Tweets" consist of 140 characters, are displayed on your profile and delivered to your followers
- Use hashtags (#) to search and connect with topics or categories of conversations - remember to use #ExploreSask in your Tweets
- When including messaging about a business or user ensure you are using their handle in your Tweet (i.e. @Saskatchewan)
- Make your content more appealing by including a relevant photo, click "Add Photo" to do so
- Drive consumers to more content on a website by including a link
- When necessary use bitly.com to short-form the URL – this will save you characters and make your tweet look cleaner
 - *Note in this example, the full Instagram URL is used as it fits in the space provided.*

Instagram | instagram.com

<https://Instagram.com/tourismsask>

#ExploreSask

@tourismsask



- The visually appealing nature of Instagram makes it perfect for the tourism industry
- Follow users and engage with them by commenting on and liking their photos
- When creating your own posts be sure to mention others in the photo to increase engagement
- Include usernames (i.e. @tourismsask) to connect with and notify other users (businesses/people) when posting about them.
- Use hashtags (#) to connect with others and share your posts with more people – be sure to include #ExploreSask in your posts
- Sometimes it is good to search a hashtag before using it to ensure it is relevant and being used on Instagram

Expanding Our Reach



Following

RT @Saskatchewan: A river runs through it.
Photo by @SSkPrairie #ExploreSask
#ExploreCanada #PrinceAlbertNP



RETWEETS
24

FAVORITES
51



explorecanada

FOLLOWING

13.6k likes

3w

explorecanada Whatever floats your boat! Saskatchewan's the perfect place for a nature getaway with 'man's best friend' - Photo by @kodathepuggle #explorecanada

La Saskatchewan est l'endroit idéal pour une excursion en nature avec 'le meilleur ami de l'homme' - Photo par @kodathepuggle #exploresask

view all 164 comments

luis_reyes_03 Una bella cultura

luchyce @neiciampani

nikkij @jacob_hanlon @seanhlanon4 |

seanhlanon4 @nikkij @jacob_hanlon that doesn't look like Sask!!!

mgristow @aditi.s21 and this sandalwoodcreations The life of a dog!
mmartalonso @edu.s.v venga yaaaa
edu.s.v La com de la com miña

♥ Add a comment...

- Through the use of #ExploreSask we are able to curate quality content and share it with our national partner, Destination Canada. They know that we are actively using #ExploreSask and that they can use it to search for content.
- As well, we utilize their hashtag (#ExploreCanada) when possible to integrate Saskatchewan content into the national mix. They have very large social followings, so when they find Saskatchewan content and share it, it in turn expands our reach.



Questions

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