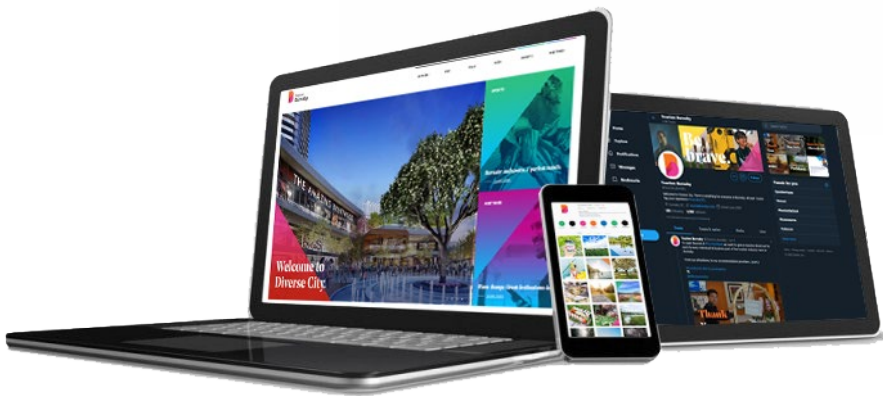




# Social Media Partner Toolkit.

# SOCIAL MEDIA TOOLKIT.

This toolkit will provide you some ways in which you can get involved in the 'Burnaby Conversation' on the Explore Burnaby and Tourism Burnaby social platforms.



## 1. Let's get connected.

Make sure to follow us and if we're not following you back send us a message and bring it to our attention. You can find us on the following social media platforms.



[@exploreburnaby](https://www.facebook.com/exploreburnaby)



[@Tourism\\_Burnaby](https://twitter.com/Tourism_Burnaby)



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



[@TourismBurnaby](https://www.youtube.com/TourismBurnaby)



[@TourismBurnaby](https://www.linkedin.com/company/TourismBurnaby)

## 2. Tag your stories.

Join a thread of 1000+ consumer and industry posts and counting,

Let's make some noise about Burnaby and the great experiences, products and services that we have here.

**#Burnaby365**

## 3. Share your news with us.

Got an announcement? Whether it be a new product, or you've changed opening hours... maybe you have some ongoing special offers or a refurbishment underway?

Let us know and we can help communicate this and make some noise. We are here to help you gain profile and get the word about Burnaby out there. Just drop us an email with all the details and any assets that could be beneficial for us to help promote.

## 4. Get involved.

We are always working on new content ideas for social and will always reach out to you our partners for your involvement. We try to email everyone and if unfortunately you did not get an email or if you see something on our social that you would like to get involved in, just send us an email and we will do our best to get you on board.

## 5. Got an idea?

If you have an idea that you would like see brought to life on our social media channels get in touch we would love to hear it and see how we try help make this a reality.

## 6. Need help?

If you have any questions or need any more information around social media don't be afraid to reach out and we will try help you in any way that we can.

You can contact Catherine on [cmccooley@tourismburnaby.com](mailto:cmccooley@tourismburnaby.com)