

# TOURISM SASKATCHEWAN CONTENT PLAYBOOK



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### INTRODUCTION

Tourism Saskatchewan is committed to supporting our tourism industry and our community. The unpredictable nature of the COVID-19 crisis only strengthens our resolve to work together and get through this together.

As the COVID-19 situation continues to unfold, knowing how to best communicate with your audience on social media can be challenging. People may be apprehensive about travel, unsure of how changes affect them or even inspired to try something new.

To help you stay connected to your customers while remaining sensitive to the situation, we've put together this playbook. It is designed to guide you through the crisis by charting what you can expect over the coming months. As we move into each phase of recovery, consider using the content ideas provided. Taking a unified approach to social media is our best chance of showing customers that we are open for business.

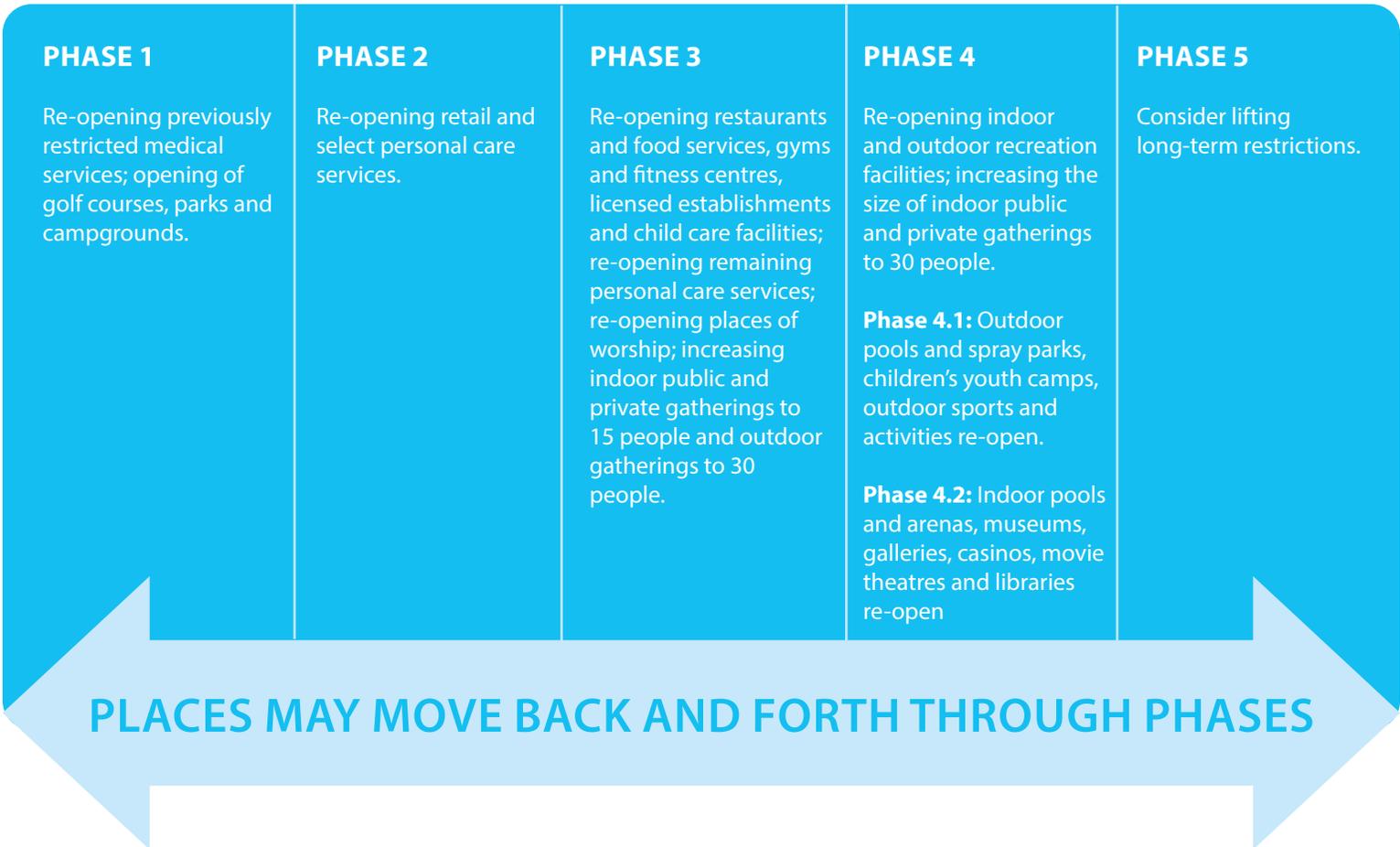
### MANAGING SOCIAL MEDIA WITH LIMITED RESOURCES

We appreciate that your resources may be more limited than usual. The advice in this playbook is best practice and should be prioritised according to your needs and the value it provides to your customers. There is no expectation to apply every single recommendation. Please see the daily checklist provided on page 11 to help you manage social media tasks effectively.

### OUR DIRECTION - RE-OPEN SASKATCHEWAN PLAN

#### What to expect over the coming months

Re-Open Saskatchewan will consist of five phases. The timing and order of the businesses/workplaces included in each phase is subject to change throughout the process based on a continuous assessment of transmission patterns and other factors.



The Government of Saskatchewan is easing COVID-19 restrictions over five stages. Re-Open Saskatchewan will see Saskatchewan businesses and services “methodically, gradually and cautiously” resume. The plan also details physical distancing restrictions that will remain in place.

As we transition through the Phases of the Re-Open Saskatchewan Plan, Tourism Saskatchewan will encourage Saskatchewan residents to rediscover outdoor spaces and support businesses as they are allowed to re-open. Our priority is to reassure residents that it is safe to explore as long as they follow official recommendations. With this goal in mind, our overarching communication message will focus on being responsible, being open to change, and honouring guidelines.

### STAY UP-TO-DATE

Read about latest COVID-19 developments through reputable sources

Stay updated on the latest COVID-19 news, especially in your area. We recommend bookmarking the Tourism Saskatchewan website for the most up-to-date information that affects the Saskatchewan region.

Useful resources  
 Tourism Saskatchewan  
 Government of Saskatchewan  
 Saskatchewan Health Authority  
 Parks Canada

### BE CLEAR AND INFORMATIVE

Use your channels to communicate updates with your customers

The situation with the pandemic and your business operations may be constantly evolving, so use your channels to communicate updates. Remember that a potential second wave or an outbreak in your area will change recommendations, so make sure your channels reflect the latest advice. You can inform customers about the measures you’re taking to make your establishment or products safe or share the best ways to contact you during this time.

Here are some platforms you should consider updating to keep your audience informed:

- Update your website
- Create or update a central page on your website to help your local community understand the latest provincial travel recommendations, which experiences are open for them to enjoy, and information on what new or revised operating procedures are in place.
- Update your hours of operation on your Google business listing.
- Instructions on updating your Google business listing here.
- Update your hours of operation on your Facebook page.
- Instructions on updating your Facebook page’s hours of operation here.
- Where relevant, point your customers to official sources of information.

### BE HELPFUL AND SUPPORTIVE

#### Ensure your messages provide value to customers

Your social media channels should keep running, even when your business is closed. This is the best way to keep your business top-of-mind and provide value to your customers while they are at home.

The posts you write, and how you respond to comments and questions should be carefully considered. As the situation evolves, empathize with the range of feelings that locals and visitors experience. Use your channels to keep your customers informed while being sympathetic in your messaging. You can provide comfort, alleviate concern or even spark inspiration with community-minded stories and useful information.

Use the following table as a guide for communicating with your audience at different times. The messaging section includes suggested topics that may resonate with your audience.

## HOW TO COMMUNICATE ACROSS PHASES OF CRISIS AND RE-OPENING

### Guidelines for each phase.

Important note: Keep in mind the possibility of a second wave or local outbreak that may result in a return to earlier phases.

PEAK CRISIS SECTOR	LOCKDOWN N/A	PHASE 1 Medical services, parks, golf courses and campgrounds re-open	PHASE 2 Retail and select personal care services re-open	PHASE 3 & 4 <b>Phase 3:</b> Restaurants, food services, fitness centres, licensed establishments, childcare facilities, remaining personal care services re-open  <b>Phase 4:</b> Indoor and outdoor recreation facilities re-open	PHASE 5 All open	
LEVEL OF MOVEMENT PERMITTED	No movement permitted	Only essential movement	Local movement	Local movement	Local movement	Consider lifting long-term movement restrictions
INDICATORS	Government regulates shelter in place policy, case numbers are growing, local healthcare systems are overwhelmed or risk being overwhelmed.	Government requires a social distancing policy. All non-essential businesses are closed. Travel and tourism are essentially stopped.	Social distancing policies lessen. First sectors re-open.	Social distancing policies are lessening but restrictions on events and large group gatherings still in place.	Social distancing policies are relaxed in a way where travel (in permitted areas) is not frowned upon. Public and private gatherings increase.	2-3 months of stability in the destination.
MESSAGING	Operational updates.  Point to official health information.  Community support and messages of hope.	Operational updates. Point to official health information.  Stories of locals and community.  Explore later. Share travel memories. Educational and entertaining.	Operational updates.  Support your local community.  Ask people to share memories.	Safe local travel recommendations.  Operational updates.  Encourage planning for future travels.	Ask the community to share local travel tips and recommendations as they begin travel planning.  Updated information on events and openings (in line with recommended gathering sizes at the time).	Seasonally appropriate invitations to visit.  Planning advice.
SOCIAL MEDIA APPROACH	Maintain a sensitive and empathetic tone of voice. members.	Be empathetic and celebrate unity among community	Helpful, hopeful and inspirational tone.  Continue to be sensitive to the changing crisis and local mood.	Helpful, hopeful and inspirational tone.  Encourage stories about how people are exploring and enjoying the experiences that are open again.	Informative and aspirational tone.  Invite people to imagine and plan their next trips.	Take a confident, welcoming tone.  Help travellers plan for a visit and experience Saskatchewan.
STATUS	Saskatchewan is not currently in an emergency situation.	Saskatchewan commenced Phase 1 on May 4.	Saskatchewan commenced Phase 2 as of May 22.	<b>Phase 3:</b> Saskatchewan commenced Phase 3 as of June 8.  <b>Phase 4:</b> Phase 4 will open in two parts, 4.1 commenced June 22 and 4.2 begins on June 29.	TBD	

### Communicate responsibly

Use common sense when talking to your customers. For example, do not promote or encourage experiences that people cannot access right now. At the time of writing this document, we are in Phase 4 of the Re-Open Saskatchewan Plan. However, as the situation changes, we ask you to support the advice of the Saskatchewan government regarding closures, events and social distancing requirements.

### Apply sensitivity filters

Carefully review your planned social media content. If there is a risk that a post may appear inappropriate, cause confusion or receive negative criticism, consider holding it back or adjust it to suit the current mood. In times of crisis, we recommend scheduling posts no more than one day in advance.

### What to avoid in social media posts:

1. **Contradicting official information:** Promoting activities or attractions that do not adhere to current government guidelines.
2. **Making assumptions:** Unfounded indications of when things will re-open, how people will travel, what the government plans to do next, and inaccurate stories about local behaviour.
3. **Inappropriate tone:** Posts that do not reflect the current climate and how people are feeling day-to-day. For example; jovial, humorous, dismissive or sarcastic messaging.
4. **Trivializing the situation:** In addition to using the right tone, don't play down people's experiences from the last few months. The economic, social, physical and emotional effects of COVID-19 are wide-ranging.
5. **Images shared without context:** Images and videos posted without context can cause anger and confusion. For example, if sharing a photo of a crowded restaurant, make sure that people know it's a memory. Reconsider if now is the right time to show people hugging or holding hands too.
6. **Cancelled events:** References to events that have been cancelled, or are likely to be cancelled.
7. **Inappropriate phrases:** Terms that your audience may link with illness or poor hygiene, such as "sick of being at home?" or "we're drooling just thinking about this burger".

### Support your online community with thoughtful, timely responses

Reviewing and responding to customer comments is always important. In a crisis or time of uncertainty, it is imperative. Answering questions that relate to your business operations should be your top priority. While it is not your responsibility to communicate official information, you have a role in ensuring people explore responsibly and confidently. You can do this by providing helpful summaries and directing them to official channels for further information. For example, *"Hi Kate, we are currently in Phase 4 of the official Re-Open Plan, please visit Tourism Saskatchewan to see how this affects your travel plans."*

### Three tips for responding to customer comments and questions:

- Make your audience feel heard by taking the time to customize answers to their individual situation.
- If you are receiving similar questions on a regular basis, consider creating a frequently asked question post to pin at the top of your feed or feature it as a story highlight on Instagram.
- Arrange to have Facebook Messenger pop up so your customers can interact with you directly.
  1. Click Settings at the top of your Facebook Page.
  2. Click Messaging in the left column.
  3. Next to Show a Messenger greeting, click to select On.
  4. Click Change, edit the greeting, then click Save.

### Build-up confidence in travel

You can help increase confidence in travel and make sure people behave appropriately through messaging. The following examples show how to reassure people and provide advice through tone of voice and imagery.

## SAMPLE CONTENT



**Tourism Saskatchewan**

Like This Page · June 2 · 🌐



Overnight camping in Saskatchewan Provincial Parks starts today! Here are a few things to know before you go:

- 1) When you reserve a campsite online, buy an annual park entry permit to help limit contact with park staff.
- 2) The following facilities are closed: showers, laundry, swimming pools, public docks, beach access and playgrounds.
- 3) Washrooms are limited to one family at a time.
- 4) Enhanced cleaning protocols are in place for safe access to water taps, pump stations and fire wood.
- 5) Camping is limited to Saskatchewan residents only.
- 6) Every second campsite is closed until further notice.
- 7) Follow the advice and guidelines set by health officials.

Let's work together to safely enjoy our parks this camping season.

#ExploreSask #SaskParks #ExploreCanada

👍👍👍 161

48 Comments 48 Shares



Like



Comment



Share



Most Relevant ▾



**Adam Kostur** Tourism Saskatchewan, I have two questions regarding Candle lake. In this post you say enhanced cleaning for public water and fire wood. 1) Is there going to be firewood available or do we have to bring our own? 2) washrooms limited to one family at a time.? At Candle (sandy bay) the washroom is conjoined with the showers. Does this mean they may have showers open?

Like · Reply · 2d



1

↳ 2 Replies



**Arlo Shilling** Our 4 family camping units will be backyard camping on the farm with a drive to the south SK river for a



Write a comment...

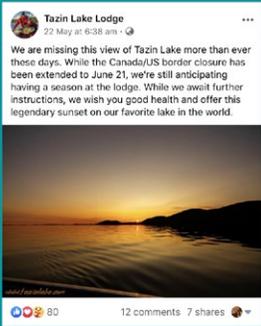


CHANNEL EXAMPLES: FACEBOOK

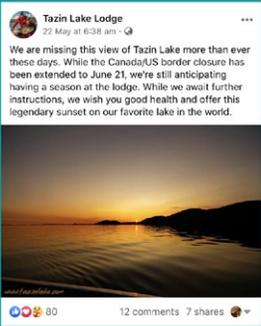
Local Market YQR shares happy memories and a message of support to the local community.



Tazin Lake Lodge shares important restriction updates and provides customers with a visual reminder of what they have to look forward to on their return to the lodge.



Tazin Lake Lodge shares important restriction updates and provides customers with a visual reminder of what they have to look forward to on their return to the lodge.



CHANNEL EXAMPLES: INSTAGRAM

@tourismask share helpful updates on each phase of re-opening. The video provides useful information and inspires people to explore safely.



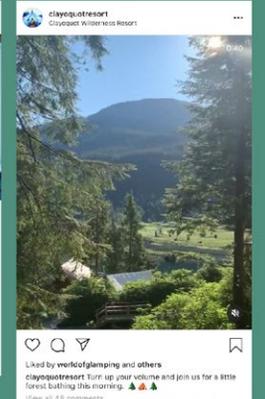
@9milelegacy provide information on how they are keeping their premises safe. This can help assure and comfort customers who feel nervous about re-opening.



@treosix shares memories and offers support to other small businesses in the region. They continually keep customers updated with operating information too.



@clayquoteresort (BC) offers a respite from the headlines with a digital escape. The 40-second glimpse into their world was filmed using a camera phone.



CHANNEL EXAMPLES: INSTAGRAM STORIES

Planet Bee Honey Farm (BC) take you behind the scenes to see their beehives.



Primal Pasta share their takeout menu and post operational updates to keep customers informed.



9 Mile Brewing support local business by using #shoplocal as a regular content theme.



Remai Modern conduct virtual tutorials inspired by featured artists and movements.



CHANNEL EXAMPLES: TWITTER



Tourism Regina share official COVID-19 updates with clear information on what is re-opening.



Remai Modern feature artwork in their collection and provide further information on the artist.



Tourism Saskatoon have a pinned post that focuses on local connection and stories.



Harvest Eatery provide regular menu updates, clear information on hours of operation, and best ways to contact the business.

We have put together a few sample posts for you. Please feel free to customize these to your destination or business needs. Remember to tag us in your posts and stories and use #ExploreSask.



Open to a new adventure? We encourage everyone to get out and explore our big and beautiful backyard. Here's how you can travel responsibly around Saskatchewan:  
**Link To Guidelines**



Your greatest escape might be closer than you think. Travel local, play by the rules and we'll all stay open.



**Retail**  
An open mind allows us to embrace change. As we open our doors to reconnect and welcome you all back, it's important to understand the rules and guidelines put in place to keep our location open and safe.



How we operate now is a little different, and that's okay. Here's what you need to know before your next visit to Sara's Brewery:

- Book ahead
- Groups of up to 6 allowed (who's in your crew?)
- Use our hand sanitiser upon entering the building (it's made here)
- Keep a safe distance between you and the next beer drinker



If we all stay open to change, we'll all stay open! Here's the new way to explore Saskatchewan:  
**Link To Guidelines**

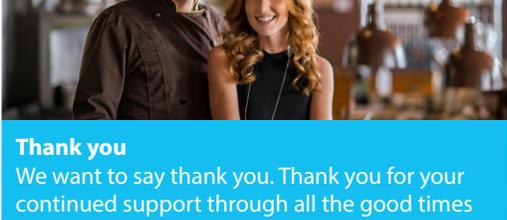
Here are some helpful things to know:

- Only touch things you know you want to buy
- Keep a safe distance between you and other shoppers
- Use the provided hand sanitizer or hand washing station
- Be patient, as capacity in the store is reduced for your safety
- Feel free to shop online or use curbside pick-up

Stay open to change and new experiences so we can stay open for you.



If we all play by the rules, we can all stay open. Here's what you need to know before your next visit to Grasslands National Park:  
**Link To Guidelines**



**Thank you**  
We want to say thank you. Thank you for your continued support through all the good times and the bad. Thank you for staying open to new ways of doing business over the past few months. Your continued patronage means so much. We're still here to serve you, and look forward to welcoming you through our doors once again.



**Community**  
We are excited to welcome back visitors to our community as local businesses begin to open. Remember that things are different this year and to continue welcoming visitors we will all need to stay open to the rules and guidelines. Looking forward to seeing you again!

## BE HOPEFUL & PLAN FOR THE FUTURE

### How to communicate when normality returns

While we can't predict the future, we can plan for a time when all, or most, restrictions are lifted. Even if things are a little different, a return to a more normal daily routine will signal a shift in how we communicate. Use this pause in business operations to gather stories and content that you can use in busier times.

Here are some predictions for the future and ways we can communicate:

1. **Personal hygiene will remain an important issue.** Continue to reassure customers that you follow strict hygiene practices. Prioritize their health and safety.
2. **Competition will increase.** As travel becomes easier and borders open up, Saskatchewan will need to compete with other provinces, territories and countries. Continue to focus on what makes your offering unique and consider advertising to expand the reach of your content.
3. **Travel behaviour will change.** People's idea of a perfect holiday may be different. For some, plane travel may have lost its appeal. For others, a quieter, less-populated place may seem like a better option. There will also be those who can't wait to get back to a bustling city and soak up the atmosphere. Keeping an eye on behavioural trends will help you customize your messages and attract the right type of visitor.
4. **How we gather will be different.** Consider how events, sporting venues, clubs and other gathering spaces will be different in the future. Think about new ways to build community spirit and atmosphere if the design of public spaces is altered.

## 5 TIPS TO REMEMBER IN TIMES OF CRISIS

1. Use your social media channels to build communities, support your customers and celebrate local heroes. Don't think of your channels as a promotional megaphone.
2. Run your social media content through increased sensitivity filters.
3. Avoid actively promoting or depicting social activities or attractions with large crowds.
4. Be available to your community by responding to comments and monitoring your channels.
5. Look to [tourismsaskatchewan.com/COVID-19-Information](https://tourismsaskatchewan.com/COVID-19-Information) for the latest updates on the situation.

## SUGGESTED SOCIAL MEDIA TOPICS

Here are some topics to help guide your social media efforts. Keep the current phase of the crisis in mind when writing about a particular topic:

1. **Provide inspiration:** Inspire people to explore Saskatchewan when it's safe to do so by showcasing your iconic open spaces, beautiful nature scenes and unexpected urban experiences.
2. **Share memories:** Engage with your community by asking them to share their past interactions with your business. This might include photos of your products, photos taken during a past tour or at your place of business.
3. **Operational updates:** Share operational news from your business that would be valuable to your customers. For example, tell people that your restaurant now offers packaged meals.
4. **Community stories:** Acts of kindness or thoughtful gestures from locals, and anything your business is doing to support your neighbourhood.
5. **Live streams:** Host an Instagram Live video that shows how you make your product. It could be a behind the scenes tour of your brewery or bakery or insight into how you make your art.
6. **Learning opportunities:** Use your channels to teach your audience things they may not know. For example, write posts that educate people about storm systems and cloud formations.

## CHANNEL GUIDE

When planning social media content, think about each channel's specific uses and the audiences who follow you on that platform. Here is a guide to using these channels during times of crisis:

Focus on the channels you already use. Our checklist on page 11 will help you prioritise your time.

### Facebook



- Mark posts as COVID-19 Updates which can help more people in your community see it.
- Pin important news to the top of your feed.
- Make sure you're responding to comments and questions regularly.
- Keep your followers informed by sharing relevant posts from other reputable pages.
- Use your Facebook page to create a sense of community: ask your audience to share photos and memories of their time in Saskatchewan.
- Stay in touch with your local community by joining relevant Facebook Groups or starting your own. Look at Groups as a place to connect with your community rather than promote your offerings.

### Instagram



- The Instagram feed is a space meant for compelling visuals. Use your feed posts to share beautiful images taken by customers and tell stories about your community and product.
- Use official and trending hashtags to further your message. Choose hashtags that are most relevant to your business, your Instagram audience and your local community. For example a cafe may want to use the #shoplocal or #takeouttuesday hashtag to promote their offerings.
- Instagram Stories are a great way to interact directly with your audience. Use them to tell stories about your community and encourage conversation. You can pose questions and encourage participation by using native Instagram features like polling stickers and link swipe-ups.
- Your story will disappear after 24 hours. If you'd like to keep a message from your story top of mind, you can add it as a highlight at the top of your feed.

### Twitter



- Use Twitter to share news and operational updates that affect your audience.
- Pin important operational updates to the top of your feed.
- Keep your tweets short and to the point.
- Retweeting content from neighbouring businesses and people within your community is a great way of showing your support. It is also a great way to share important information that's relevant to your audience. Make sure that anything you retweet is from a reputable source.
- Use official and trending hashtags to further your message. Choose hashtags that are most relevant to your business, your Twitter audience and your local community. For example a restaurant may want to use the #takeouttuesday hashtag to promote their offerings on that day.

## TIME MANAGEMENT TOOLS

### Daily checklist

Use the following checklist to manage your social media efforts effectively.

Daily tasks (in order of importance)

1. Review the latest COVID-19 developments > *5 mins*
  - 1.1. Visit official sources every morning. See if anything has changed that may affect how you engage on social media.
2. Reply to **\*quality comments** on your posts and check your messages > *10 mins*
  - 2.1. Answer questions first (press command + F to find questions quickly).
  - 2.2. Encourage ongoing conversations by asking follow-up questions.
  - 2.3. Save any customer quotes or images that you can use as content later (ask permission to share).
3. Schedule your posts for the next day > *5 mins*
  - 3.1. Double-check that your posts are still appropriate before scheduling (see the section on Sensitivity Filters).
4. If time permits, check your mentions and relevant hashtags > *5 to 10 mins*
  - 4.1. Like and comment on any photos/videos that people have tagged you in.
  - 4.2. Join conversations where you are mentioned (use common sense to decide whether it's worth jumping in).
5. If time permits, check out **\*other social media profiles** that are relevant to you > *5 to 10 mins*
  - 5.1. Curate content that you can share as posts (quotes, photos, videos).
  - 5.2. Share useful/valuable posts directly to your Facebook page.
6. Set aside time each week to **write content** > *10 to 20 mins*
  - 6.1. Use a content planning template to write weekly posts for each channel
  - 6.2. Follow our post frequency guideline for the number of posts per channel

**\*Quality comments** are generally longer, well-structured, well-thought-out, include photos or questions.

**\*Other social media profiles** include local businesses, regional, provincial and national tourism accounts, official government or health accounts, community accounts, influencer accounts.

### Post frequency

Stick to a consistent posting schedule and focus on the channels you already use.

 <b>Facebook</b> <hr/> 3+ per week <hr/> Quality over quantity.	 <b>Twitter</b> <hr/> 2+ per week <hr/> Great outlet for updates and news. Use retweets too.	 <b>Instagram</b> <hr/> 3+ per week <hr/> *Including IG stories.
+ time to engage with your community		