

How to be Featured on ITAC Social Media

ITAC has multiple social media accounts that we use to promote our members — including Instagram, Facebook, and Twitter. With over 25,000 followers, we're here to share your best posts, so your business gets more exposure.

Post great content!

Great photos and videos are the most shareable content, so always try to include one or more images, or a video in your posts. Check our *Brand Guidelines for Photography* to learn more about what types of images work best: Bit.ly/ITACBrand

Storytelling is key but don't make your posts too long. Write something compelling, educational or fun to accompany your images and video. The text that you add to your post should be inspiring and positive as those types of messages get the most reach with our followers.

Keep in mind that we are only able to share posts that are your original content; we can't share your shares, reposts or retweets. *Please also make sure you have permission to use any images or video that you include in your post.*

Use our hashtags!

Always include #IndigenousCanada and our new #DestinationIndigenous hashtag whenever you post to Instagram, Facebook or Twitter. Check the #HashtagGuide on the other side of this document to learn more about hashtags. Watch for more information on our new Destination Indigenous campaign to be released soon!

GET SOCIAL WITH ITAC!

ITAC's social media team wants to share your best content! Tag your posts with #IndigenousCanada and #DestinationIndigenous on Instagram, Facebook and Twitter and we will see your content.

You can also message us directly or @mention us:



If you have any questions, or want to let us know about any upcoming campaigns or promotions, you can also email our social media team:

Social@IndigenousTourism.ca

Happy posting!



For additional information, please contact:

Sébastien Desnoyers-Picard
Director of Marketing

418-655-0210
Sebastien@IndigenousTourism.ca



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

#HashtagGuide

Hashtags are the most effective way for you to share your social media content with ITAC, Destination Canada and your regional marketing organizations.

All of these organizations have social media staff who are searching for content to share with their followers. By tagging your content with their hashtag, you are putting your content in their feed which makes it easy for them to find and share your content. This allows you to reach a much larger audience than you could on your own.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
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AUTOCHTONE
DU CANADA

#IndigenousCanada
#DestinationIndigenous



DESTINATION
CANADA

#exploreCanada

INCLUDE YOUR **PROVINCIAL** OR **TERRITORIAL** HASHTAGS TOO!

BRITISH COLUMBIA

Indigenous Tourism BC

#IndigenousBC

Destination BC

#exploreBC

ALBERTA

Indigenous Tourism Alberta

#IndigenousAB

Travel Alberta

#exploreAB

SASKATCHEWAN

Tourism Saskatchewan

#exploreSASK

MANITOBA

Travel Manitoba

#exploreMB

ONTARIO

Indigenous Tourism Ontario

#IndigenousTourismOntario

Ontario Travel

#DiscoverON

QUÉBEC

Québec Aboriginal Tourism

#AutochtoneQC

Québec Tourism Alliance

#QuebecOriginal

NEWFOUNDLAND & LABRADOR

Newfoundland Labrador Tourism

#exploreNL

NEW BRUNSWICK

Tourism New Brunswick

#exploreNB

NOVA SCOTIA

Tourism Nova Scotia

#VisitNovaScotia

PRINCE EDWARD ISLAND

Tourism PEI

#explorePEI

YUKON

Yukon First Nations Culture & Tourism Association

#YFNCT

Travel Yukon

#exploreYukon

NORTHWEST TERRITORIES

Northwest Territories Tourism

#SpectacularNWT

NUNAVUT

Travel Nunavut

#TravelNunavut