

# 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](http://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](mailto:Social@IndigenousTourism.ca)**

Happy posting!



For additional information, please contact:

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**[Sebastien@IndigenousTourism.ca](mailto: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  
**ASSOCIATION TOURISTIQUE**  
**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*