

Step 2: Education



By using the information gathered through your community engagement and tourism champions process, you can now leverage these stories and inputs to develop an educational campaign.

WHY IS EDUCATION IMPORTANT?

The tourism industry is far reaching and most individuals in your community are not aware of how it impacts them. Before someone buys into how valuable something is, they need to have all the facts. Your education campaign should be about presenting facts and human stories to your community.

Using your key messages and the tools within this Value of Tourism (VOT) package, you will empower residents to share their own ties to the tourism sector, while at the same time reminding elected officials and community leaders how impactful tourism is in the community.

Education lays the foundation for advocacy. Once your community is more aware of tourism (almost as aware as you are) you can then give them the call to action to advocate for it.

YOUR EDUCATION CAMPAIGN

As you plan out your Value of Tourism campaign, consider using this checklist as your guide to execution.

- Reach out and interview your tourism champions
- Create your tourism champion content (use the step by step guide included in this update)
- Send your government officials the government letter after you have filled it in with community specific information
- Follow-up with government officials and present your tourism facts to them by using the completed presentation template

- **Find other opportunities to present the tourism presentation**
 - Can you have a webinar in your community?
 - Is a local group meeting and looking for an interesting speaker?
 - Can you give a presentation on Facebook Live?
 - Are there other associations that benefit from tourism that could host a webinar or event for you?
- **Fill in your press release template and send it to your local media**
 - Follow up with media and ask if they would be willing to interview you and your tourism champions
- **Encourage locals on social media to share their connections to the tourism space by posting the social media badge on their profiles or by utilizing the Instagram Story templates**
 - Make sure you remind them to tag you and use the #BCTourismCounts hashtag so you can keep track of all the posts
- **Encourage locals to get their kids involved through the dissemination of the activity sheet**
 - You could turn this into a contest – asking people to submit by tagging you
 - You could ask your local newspaper to publish it or you could simply post on your website and ask people to download
- **Make connections and continue to make education around tourism your key focus – talk about it and utilize your key messages in your newsletter, social media posts, and in your meetings**

These activities are paving the way for initiatives that will have more robust calls to action. You are laying the foundation for advocacy by spending time educating and sharing all the information you collected in the first week.



How to Tell Your Tourism Champions' Stories



Congratulations! You have identified three distinct tourism champions in your community. Now it is time to engage with them and start to tell their stories. Set up a time you can chat with them and use this document to guide your conversation with them.

YOUR DELIVERABLES WILL BE:

- 1 blog post per champion
- 3-5 social media posts per champion
- 1 quote per champion that can be used for media releases and government correspondence
- Solidified agreement that the champion can speak to their story should they need to in the media

TELLING THEIR STORY INTERVIEW

Ask these questions to the champion and either record the conversation or take detailed notes so you have everything you need to pull it together. Some questions may not be applicable to all champions.

- What is your name?
- How long have you resided in this community?
- What is your business?
- How long has your business been in operation?
- Who is your target audience? How do you serve them?
- Tell us about the evolution of your business (from start to your plans for the future)
- How many community members do you employ – directly and indirectly?
- How are you tied to the tourism economy?
- What does a thriving tourism economy mean to your business?
- How do you champion tourism in the community?

- **Do people know how tied your business is to the tourism economy? Why or why not?**
- **Tell us a few stories about tourists that you have interacted with**
- **Tell us a time you went above and beyond for tourists**
- **Tell us how you give back to the community**
- **How do you support our local community?**
- **How does our DMO/CDMO support you and ensure your business thrives?**
- **If you were educating our community about tourism, what would you tell them?**

VISUALS YOU NEED TO COLLECT

VIDEO

You have two options here – take your own or leverage what they already have:

1. If you have the capacity, plan to video a 1-2 minute video of your champion – the video should highlight the champion in their element. Have them answer a few of the questions you asked in your interview. Keep in mind you will potentially want to share portions of the video on social media so each question should be able to be cut and featured on its own if needed.
2. If you do not have the capacity, ask your champion if they have an overview video of their business that you can leverage when you publish the blog.

PHOTOS

You have two options here – take your own or leverage what they already have:

1. If you have the capacity, plan to take 3-5 photos of your champion – mostly action shots of them at work in the community, and at least one of them that is more of a headshot in their natural environment.
2. If you do not have the capacity for photos, approach the champion and ask them to send you 3-5 high resolution photos (action shots, and headshots in their environment) that you can use to accompany the blog and social media posts.

LOGOS

Ensure that the champion sends you their company's logo and any rules and restrictions around using it. You will want to leverage this in your blog and in the social media content.

OTHER INFORMATION YOU NEED

- What are their social media handles (company and individual) that you can tag once you post the story?
- Does their website have a place for a blog? Would they be willing to post the blog (or a portion of it) once complete?
- Do they require you to brand or mention anything specific in your posts and blog?

PUTTING IT ALL TOGETHER

1. Use your interview to create a captivating blog.
2. Publish the blog on your website and highlight it in an upcoming newsletter alongside the video and photos.
3. Draft several social media posts with the information and plan to have the schedule roll out over the coming weeks. You could tell these stories quickly, back-to-back on social media, or you could take a more staggered approach and slowly unveil them over the course of the summer.
 - a. As the social media posts that push to your longer story (blog) are published ensure your champion is sharing on their own social media channels as well.
4. Weave quotes and points from the champion's story into your key messages, government presentation, and news release.