

## Social Storytelling for the Meet You in the Mountains

Thank you for being part of the Banff & Lake Louise welcome back video, Meet You in the Mountains! We're excited for you to participate and bring this idea to life.

Below is information to share the "Meet You in the Mountains" message, raising the profile of Banff and Lake Louise as the place to visit this summer.

### Content to share

- Share the Facebook post: <https://www.facebook.com/watch/?v=501641081102944>
  - The post will be available to share beginning **Wednesday, June 30 at 9:00 a.m.**
    1. Go to the [Facebook post](#)
    2. Click the share button
    3. Select *Share to a page*
    4. Create your post
  - Include the hashtag, **#mybanff** and tag @banfflakelouise win your post.
- Share the Instagram Post on your Instagram Story.
  - The post will be available to share beginning **Wednesday, June 30 at 9:00 a.m.**
    1. Go to our Instagram profile: [https://www.instagram.com/banff\\_lakelouise/](https://www.instagram.com/banff_lakelouise/)
    2. Select the post you want to share
    3. Click the share button
    4. Select *Add post to your story*
    - 5.
  - Include the hashtag, **#mybanff** and tag @banfflakelouise win your post.
- Use the YouTube Embed Code to use the video:
  - On your website
  - In a blog post
  - In you E-Newsletter

**Embed code:** `<iframe width="560" height="315" src="https://www.youtube.com/embed/O5gebplpvl4" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`
- Download the video: <https://www.banfflakelouise.com/members/meet-you-in-the-mountains> to share it on screens in your place of business or in other channels

### Social Media Toolkit

Use your business' personality to make your post your own and have fun. Here are some questions you can choose to answer from to get you started:

- How would you greet someone to this beautiful place?
- What's one thing everyone should experience?
- What does Banff and Lake Louise mean to you?
- Describe what you are excited about with the return of people this summer.

### Sample Posts

## Facebook

- In a word, welcome! We can't wait to meet you in Banff and Lake Louise this summer! #mybanff @banfflakelouise
- Whether it's your first time or your hundredth time in Banff, you've absolutely got to try \_\_\_\_\_ with us this summer. Meet you in the mountains! #mybanff @banfflakelouise
- This place was meant to be shared and we can't wait to share it with you. Meet you in the mountains! #mybanff @banfflakelouise
- The look on peoples faces when they \_\_\_\_\_ for the first time. That's what we're looking forward to. Meet you in the mountains. #mybanff @banfflakelouise